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ABSTRACT

The Alternatives Project, a 60-week, mass media, mental health education project, had as its goals community education and increased public awareness of mental health facilities in the community. Sponsored by the River Region Mental Health/Mental Retardation Board in Louisville, Kentucky, the program made use of creatively produced, coordinated media coverage of community needs and social services. An interdisciplinary team, composed of mental health specialists, professional communicators from an advertising agency, and evaluation specialists, developed the concept. This volume details the following aspects of the project: background, development, budgeting, the role of the mass media and of the advertising agency, and evaluation design. In addition, the use of supportive public information, newspaper ads, radio and television spot scripts, and billboards and posters is described. Finally, a discussion of the project's impact on the River Region organization, a media evaluation of the project, and a summary of general results are provided. (KS)

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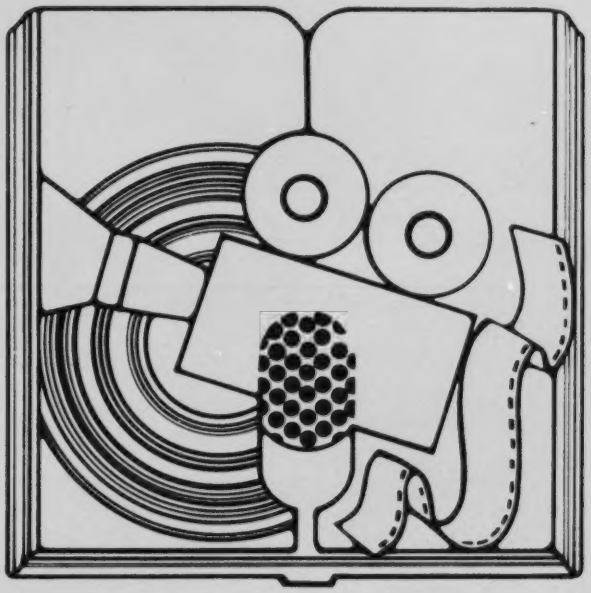

HOW?

A Manual for
Mental Health
Educators

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INTRODUCTION

Communication is vastly important to everyone, especially mental health educators. Communication determines how we relate to other people and institutions. How does effective communication happen?

Communication can take place via many methods—from newsletters to television announcements to word-of-mouth. The use of mass media is another way to assure effective communication.

Mental health educators must use bold new approaches to reach the public in promoting mental health and preventing mental illness in communities. A mass media public service campaign can be such an approach that reaches many people in a relatively short period of time. Educational/informational campaigns, used effectively with mass media, can alert citizens of the facilities available in their localities, services provided, and increase public awareness of mental health issues.

ACKNOWLEDGMENTS

This publication would not have been possible had it not been for River Region Mental Health-Mental Retardation Board in Louisville, Kentucky, whose staff created and implemented the nationally known ALTERNATIVES campaign. ALTERNATIVES has been one of the most extensive mental health education campaigns ever conducted with mass media. Recognition is also given to the Mental Health Materials Center in New York, New York, for allowing NIMH to use their report of ALTERNATIVES as the basis of this publication.

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BACKGROUND OF ALTERNATIVES PROJECT

ALTERNATIVES was a 60-week mass media mental health education project that had as its goals (1) community education and (2) increased public awareness of mental health facilities in the community. The project was sponsored by the River Region Mental Health-Mental Retardation Board (River Region) in Louisville, Kentucky, which is responsible for comprehensive mental health related services in a seven-county area having a population of 800,000 people.

In 1970 and 1971, River Region was just beginning to provide community mental health services, employing 75-100 people. Two mental health centers were operational and two more were scheduled to open within the year. Also available were six mental retardation day care training centers, a telephone call-in, and a 24-hour Crisis and Information Center (CIC).

Recognizing the need to inform the public about River Region's services and facilities, some staff members began thinking seriously about utilizing mass media. In an attempt to become familiar with any innovative mass media approaches to mental health education, they discovered that no long-range mass media program aimed specifically at mental health education had been undertaken in the country.

River Region staff did become aware of a mass media education program going on in Charlotte, North Carolina, devoted to drinking and driving. Several staff members visited the advertising agency which developed the campaign in Charlotte and found the use of mass media most impressive and effective. The decision was made to go with the idea of a mass media campaign.

The campaign had to be conceptualized. Some basic concepts about the campaign had already evolved:

- The effort would be undertaken for a period of 1 year with coordinated media coverage of messages.
- The project had to contain an evaluation mechanism so that scientific evidence could be gathered to measure project impact.
- The material developed had to be creatively produced if the campaign was to be acceptable to the mass media and to significantly influence the target audience.
- An interdisciplinary team composed of mental health specialists, professional communicators from an advertising agency, and evaluation specialists would be required to develop the project.

  A mental health task force would formulate the educational content by identifying the processes that produce and maintain obstacles to a person's building satisfying roles and relationships, and then design the content material for the radio and TV public service spot announcements.

  The ad agency specialists' job would be to translate the educational content into mass media messages that could help the target audience acquire effective problem-solving skills for overcoming obstacles in their lives.

  The evaluation specialists from the market research firm would determine the parameters around which evaluation of the new program was to be conducted.

The primary objective would be community education, with a by-product of increased public awareness of River Region. The main focus would be on prevention of mental illness. Messages would show skills which people could use in coping with everyday problems of living. Messages would also carry the River Region 24-hour Crisis and Information Center telephone number to alert the public to the availability of resources.

Changing negative reactions or attitudes toward mental health, mental illness, or mental retardation was not a goal. ALTERNATIVES was to have a more direct effect by addressing people's fears and anxieties about their own life problems, while at the same time, providing positive principles of mental health to help people in their daily living routines.

Once the philosophy and goals of the campaign were defined, River Region's Board of Directors allocated $10,000 to develop a project plan within 4 months. During that time, an advertising agency and an evaluation firm were selected to help structure the project. The plan which was developed defined the roles of the ad agency and the evaluation team as well as River Region's mental health specialists in coordinating project activities.

PROJECT DEVELOPMENT

A major goal for the developers of ALTERNATIVES was to produce high-quality public service announcements. One reason that made high quality imperative was that the public sees and hears well-produced commercial media messages daily. If the ALTERNATIVES spots were to have a significant impact, they would have to be as high in quality as their commercial counterparts. Even with provocative and compelling message content, communication suffers greatly when the product is poor.

Another reason for seeking high quality was media reaction to the ALTERNATIVES announcements. The media prefer to use professional, high-quality material because such messages reflect well on them. If River Region produced messages of high-quality content at a professional production level, the media would be more likely to broadcast or print them.

Still another consideration was that if River Region produced professional public service announcements, other communities throughout the country could make use of the materials in similar campaigns.

To ensure the production of messages of the highest caliber possible, River Region searched for and selected an advertising agency that consistently created high-quality materials. In turn, the advertising agency assured professional results by using the same film production houses it used for its largest commercial clients. These production houses, located out of State as well as in Kentucky, had proven records with the agency for producing first-rate materials, including award-winning television spots.

Insistence on excellence paid off. ALTERNATIVES' three mental retardation television spots won first place for a commercials series in the fifth district 1973 Addy Awards of the American Advertising Federation; a second place Award of Excellence from the 1973 Southern Creativity Show; and a Eureka 1973 merit award from Creative Communications of Louisville. One of the mental health messages, "I Don't Care," won second place in the commercials category of the 1973 Atlanta International Film Festival and third place in the public service announcement category at the 1973 International Film and TV Festival of New York in addition to a Eureka 1973 merit award from Creative Communications of Louisville. In the Louisville Creative Competition, "I Don't Care" won a 1973 merit award for 60-second television public service spots, and "Merry-Go-Round," "I Don't Care," and "Cindy" won a 1973 merit award for public service campaigns.

Content Development

The general content goal for all the ALTERNATIVES messages was to present ordinary life situations and problems with which people could identify.

The initial thrust of ALTERNATIVES was to deal sensitively with feelings and problems. Consequently, the spots were subtle rather than aggressive, high-pressure commercials. There was some criticism of the soft-sell approach: some media representatives felt some spots were too low-keyed; a few mental health specialists who were involved with the development of the spots felt that an individual does not change unless he is emotionally affected. These professionals thought the ALTERNATIVES public service announcements, had they been more dramatic, might have produced more significant audience reactions.

The ALTERNATIVES public service announcements and newspaper advertisements were developed by a task force of mental health professionals including psychologists, social workers, and psychiatrists from River Region and from outside the organization. Also contributing to the team effort were River Region's research director, ALTERNATIVES' media liaison specialist, and the project director. The task force was formed in July 1972, and its membership varied from 3 to 7 persons, involving a total of 12 persons over the course of the project.

The task force allotted 10 hours to formulating the mental health issue which each spot would present, but it was not always feasible for all team members to participate. Deadlines sometimes made it impossible to devote 10 hours to the first stage of spot development, and in some cases only two mental health specialists would brainstorm the content ideas for a given spot announce-

ment. The project director felt the best spots were those which were developed by the entire task force. More people meant greater input, and a greater resource of ideas and interaction led to better-formulated message content for the advertising agency to work with.

Collaboration between the mental health professionals and the ad agency resulted in the finished public service announcements. The mental health team would present to the ad agency the problem to be depicted in the message, a description of the problem dynamics from a clinical viewpoint, and the age group of the target audience. Using that information, the ad agency wrote the radio and television scripts, which the mental health team reviewed and returned to the agency with any suggestions for revision. The ad agency revised the scripts if necessary and resubmitted them to the task force for final approval.

The mental health professionals had to sensitize the agency's staff to writing about mental health issues. The agency had to shift gears in the direction of education rather than sales. The mental health task force gave some guidelines in this sphere to the agency: not to use scare tactics, a hard-sell approach or a lot of statistics; and not to preach or tell people what they should or should not do.

From the advertising agency's viewpoint, they had to convince the mental health professionals to accept some dramatization in the spots. Mass media communication specialists know that a message has to gain the audience's attention before it can educate them. Give-and-take between the mental health team and the advertising agency ultimately resulted in materials acceptable to everyone.

An atmosphere of flexibility allowed the mental health team to refine spot content even after production had commenced for an announcement. The project director and a few task force members viewed the filmed spot before final editing. Though economically impossible to refilm a spot, minor changes such as reediting the film or rerecording the sound track using a different narrator could be made.

Interaction between the mental health team, the advertising agency, and the evaluators insured coverage of the three dimensions—theme, audience, and resolution—of all ALTERNATIVES spots, and the three dimensions were evaluated for their effect on the audience.

THEME. Choosing topics to present was a time-consuming step in the early stages of message content development. Originally, consideration was given to developing spots around River Region's four program areas: mental health, alcoholism, drug abuse, and mental retardation. While these four areas offered a wealth of topic possibilities, ALTERNATIVES could not touch on every problem. The mental health specialists decided instead to concentrate on three general themes which related to a variety of mental health problems. The themes would serve as a framework and provide a starting point for selecting spot topics.

After reviewing data on problems presented to the Crisis and Information Center over the previous year, and considering their own clinical experience, the team placed the majority of prevailing problems in one of three thematic categories: (1) poor interpersonal communication, (2) unmet emotional needs, and (3) feelings of alienation and/or depression. Six mental health messages were to be designed to represent each theme.

AUDIENCE. Different audiences were addressed by the public service announcements so the message designers could find out whether the announcements were more effective when aimed at different age levels. They designed three messages for each theme: one for adolescents, another for adults, and the third for a general audience including both age levels. Messages directed at the youth audience carried the youth hotline telephone number. Spots designed for adult and general audiences showed the 24-hour Crisis and Information Center number.

Beyond age, the level of mental health of the audience also had to be considered. Team members agreed that people may be placed on a continuum ranging from extreme mental illness to nearly ideal mental health. They estimated that a small percentage of the population functions extremely well in daily

life and has little need for mental health education. At the other end of the continuum, a small percentage has severe problems in functioning and profits little from public service announcements. Certain individuals fluctuate between these two extremes; on some days they function well, on other days they barely function at all. However, most people are usually between the two extremes. These are the persons who are not in serious emotional trouble, nor are their lives as meaningful or rewarding as they might be. It is this middle group that can probably benefit most by acquiring skills helpful in enhancing emotional states; this was the intended audience for ALTERNATIVES messages.

RESOLUTION. The third dimension affected the way in which a spot would end. To effect changes in attitudes, the messages would have to raise questions in the individual regarding his customary manner of solving a problem. The mental health team decided to experiment. Some spots would raise questions without offering a solution while others would illustrate problem-solving techniques. The project's evaluation component would then measure which set of public service announcements provoked the greatest audience response.

Half of the mental health messages dramatized a problem but did not show its resolution, ending instead with a provocative personal question to stimulate the audience to reflect on how they would deal with the problem presented. For example, one message, "Sex Problems," at the end asks, "Or do you still deal with sex like it's an old-fashioned four-letter word?" Another, "Pills and Booze," asks, "How many drinks does it take to get a raise? How many pills does it take to bring back love?" Spots ending with a question rather than suggesting an answer to a problem were called "unresolved" spots. The audience was left to consider alternative solutions to the problem.

The remaining half of the messages did not end with a question, but instead showed their main characters resolving their problems and demonstrating problem-solving behavioral skills that could be imitated by the viewer or listener. In "George and Harriet," for example, a man is nagged by his wife because he will not go places or do things with her. At first he ignores her. The spot narrator asks, "George, don't you recognize a plea for help? She's trying to communicate and you're not listening. And don't just hear the words. Listen to the feelings and actions that go with them. She's saying she needs you . . . and now you've sent her away." The narrator's comments spur George to take a first step toward solving his problem; he says, "How could I be so stupid? Harriet . . . I want to talk to you." The spots which show a useful way of handling a problem were called "resolved" spots.

Given the three variable dimensions of theme, audience, and resolution, 18 combinations were possible. One mental health spot was designed for each combination. For example, "Communications Gap" is unresolved, youth audience, communications theme; "Merry-Go-Round" is resolved, adult audience, alienation depression theme.

The Mental Health Messages

Once the mental health team chose a theme, audience, and resolution for a spot announcement, the next step was to design the script. At first, script design was the most time-consuming aspect of product development. The ad agency came up with a story idea which it would present to the mental health team, sometimes only to be told the script sounded too "preachy." (Moralizing is ineffective in changing people's attitudes and actions.) Much time was consumed as the advertising agency and the mental health team tried again and again to develop a particular script.

The mental health specialists came up with a sequence model for developing the scripts: The announcements would dramatize a problem situation by aiming the message directly at the actors in the spot, and indirectly at the audience. Rather than preaching, the messages would raise questions and issues and give the audience something to think about. With this sequence and direction of plot development, the collaborators were now able to translate mental health messages into public service announcements at a much faster pace. The script formula called for:

(1) A Problem Owner. He or she was the troubled person who would derive the greatest satisfaction from problem resolutions. This was the central person around whom the spot was designed. For example, in "Communications Gap" the owner of the problem was a teenage girl, Karen.

(2) A Problem Situation. The problem owner faced a dilemma and could make a decision concerning the problem situation. In "Communications Gap" the problem situation is that Karen is upset with her boyfriend, Bob. She says, "You don't have to make excuses with me, Bob . . . I know exactly what it is . . . the problem is you're taking me for granted lately, that's all."

(3) Inappropriate Behavior. The problem owner was shown reacting inappropriately to the problem situation which did not lead to a resolution of the problem. When Bob asks what's wrong, what Karen wants from him, she closes the lines of communication by saying, "If you have to ask . . . then there really is something wrong," and leaving angrily.

(4) A Bridge Message. The spot narrator pointed out the problem owner's inappropriate behavior. In "Communications Gap" the narrator implies that Bob and Karen were separated because Karen let her emotions interfere with her efforts to communicate with him.

(5) Resolution Status. In the resolved spots, the problem owner took a first step toward appropriate behavior in his problem situation. In the unresolved spots, the narrator ended the bridge message with a provocative question aimed at the problem owner and/or audience, challenging them to change their behavior and act appropriately. "Communications Gap," an unresolved spot, ends with the narrator asking, "How often do you let your feelings get in the way of what you're trying to say?"

The Mental Retardation Messages

The theme, audience, and resolution dimensions were not used in developing the three ALTERNATIVES mental retardation spots. These three messages dealt with characteristic problems family members encounter as a result of having a mentally retarded child living at home.

River Region's mental retardation program director was asked to help design the spots. After consultation with parents of retarded children, three themes were selected. One message, with both a 30-second and a 60-second version, was developed for each theme. The messages dealt with parents' feelings of hopelessness at bearing a retarded child, their tendency to shelter the child rather than challenge his potential, and the shame or embarrassment experienced by siblings of the retarded child.

Announcement Production

After the mental health team approved a script, it was the advertising agency's job to produce the media materials based on it—the radio and TV public service announcements, the newspaper copy or ads, and the billboard, bus card, and poster layouts. For the TV spots, the agency chose experienced production companies to do the filming. Casting was handled by the advertising agency. In most cases, professional actors were engaged, but occasionally inexperienced actors were used quite effectively, as in the "I Don't Care" spot. Casting for the mental retardation spots proved difficult, and some mentally retarded persons were chosen to appear in these spots along with professional actors. Because of valid objections to the use of mentally retarded people from the Louisville area, the roles best suited to mentally retarded persons were filled out of State.

For the newspaper advertisements, the agency adapted the TV and radio scripts, illustrating ad copy with still shots from the TV spots.

The advertising agency tried initially to produce radio spots by converting the TV sound tracks into a form suited to radio broadcasting, a technique used successfully by many commercial sponsors. However, the ALTERNATIVES spots relied heavily on the visual component in getting the message across, so that the sound tracks alone did not make effective radio spots. As a result, most radio spots were produced independent of the TV messages, often using different scripts, actors, and production facilities. In one case, "Masculinity Myth," no separate radio version was recorded. Instead, station announ-

cers were asked to read the script live over the air.

The requirement for separate production of radio spots further strained the production budget, a strain due largely to the experimental nature of ALTERNATIVES. However, it was possible to take economical shortcuts, so that in the end, costs were kept pretty closely within budget limitations.

Future Use of Alternatives Spots by River Region

River Region plans to continue using ALTERNATIVES radio and TV materials as public service announcements for the next few years. However, because such intensively programed use of the spots cannot be attempted in the near future, three messages may be given in a package to TV and radio stations, to be used at the station's discretion over a period of 2 months, succeeded by another packet of three spots for the total of seven parcels of three each.

People in adjacent mental health regions who see or hear ALTERNATIVES messages are not always aware that a similar program of services exists in their area. These people may not know whom to call for help with their problems, when Louisville may be far away. In future productions of this sort, ALTERNATIVES TV messages will contain the information that help is available at local comprehensive care centers (the generic name for Kentucky community mental health programs). Centers in these other regional mental health areas may then broadcast radio spots that correspond to the River Region TV spots being broadcast and which give their local center's telephone number.

ALTERNATIVES TV messages will be available in the River Region film lending library for use in discussion groups. The films are short and they facilitate rapid, creative focusing on the issues raised. Both the public and River Region employees will have access to these films.

BUDGET

Realistically, a mass media campaign can be expensive, especially if it is to be well planned, effective, and most importantly, well done. The television and radio spots are going to be competing with public service announcements which have been produced by some of the most competent advertising agencies in the country and which deal with a multitude of subjects.

ALTERNATIVES was allotted a 2-year budget of $166,600. The funds did not come from a special grant but represented almost 10 percent of River Region's total budget for fiscal years 1972–73 and 1973–74. In actuality, the budget exceeded the $166,600 figure by some 7–8 percent due to unforeseen factors.

The advertising agency, Doe-Anderson, worked for River Region on an at-cost basis, which is usual procedure for public service announcements. The budget proposal breakdown follows. The breakdown may be useful for those mental health agencies that are interested in utilizing only certain media, such as newspapers, radio, or bus cards. (NOTE: These budget figures were effective in October 1972.)

PRODUCTION COSTS

Newspaper	
Preparation of 16 ads in 1,000- and 450-line form. Completed plates or negatives to 17 newspapers. Also includes photography, type, art, and copy	$8,000
Radio	
Preparation of 30 60- and 30-second radio spots, mixed according to time needs for subjects. Includes copy, studio supervision, talent	7,500
Dubs for 18 stations	1,000
Television	
Preparation of 21 color spots, 60- and 30-seconds mixed according to time needs for subjects. Includes talent, filming, lab fees, editing, art, answer prints, and six release prints	84,000
ID slides on the billboard theme	100
Billboards	
Preparation of 30-sheet and 6-sheet boards, including photography and type. Six designs	6,000
Posting fees	1,800
Bus cards	
2,000 inside bus cards from the above	800
Slide Presentation	
For civic clubs, etc.	2,500
Reprints	
1,500 reprints of all ads for distribution to churches, industry, schools	2,500
Agency Fee	
Estimated to recover costs of meetings, expenses, travel, supervision	10,000
TOTAL, PRODUCTION COSTS	124,200
TOTAL, PERSONNEL COSTS	15,000

EVALUATION COMPUTER-RELATED COSTS

1. Use of MetriData T/S system, re: analysis of crisis center data 140 hours @$25/hour, average	$3,500
2. Use of MetriData IBM 360/40, re: analysis of survey data 20 hours @$65/hour	1,300
TOTAL, COMPUTER-RELATED COSTS	$4,800

SURVEY COSTS

Trendex estimate, four surveys @500 interviews each: includes support services, pre-test and data recording and tabulation	$12,000
TOTAL, SURVEY COSTS	12,000
GRAND TOTAL	$31,800

SUPPORTIVE PUBLIC INFORMATION—EDUCATION COSTS

Special Interest Publications	
Stories as needed written by staff members or freelance writers (based on 40 stories at an average cost of $50 each)	$2,000
Daily Newspaper Column	
(based on 52 columns at $50 each)	2,600
Quarterly TV Show	
($1,500 for each of four shows)	6,000
TOTAL	$10,600

COMPREHENSIVE BUDGET

1. Doe-Anderson Advertising Agency	$124,200
2. MetriData Computing Company	31,800
3. Supportive Public Information-Education Efforts	10,600
TOTAL	$166,600

This budget proved to be quite satisfactory for River Region at the end of 2 years. The budget was flexible, adequate, nonrestrictive, and reasonable.

For agencies with more limited financial resources, a less extensive campaign could be undertaken: for example, excluding advertising agency and evaluation consultant costs, a combination of newspaper and radio, using half the number of ads and spots which River Region used would carry a total expenditure of approximately $8,000; preparation of 2,000 bus cards would be about $1,000; 21 separate color 30- and 60-second television spots would cost approximately $85,000.

It is possible, therefore, for a small mental health-mental retardation board, community mental health center, or local governmental agency to utilize the mass media to increase their visibility.

THE ADVERTISING AGENCY

Selecting the Advertising Agency

A major step in developing River Region's mass media education project was hiring an advertising agency to undertake two main functions: (1) producing the public service announcements and advertisements, and (2) assisting with the procurement of media broadcast time and print space for ALTERNATIVES material. One of Louisville's three major advertising agencies was chosen as opposed to a smaller agency, due to the large volume of work in the project. Also, the three major agencies had logged more commercial time than the smaller companies and therefore had developed a stronger working relationship with the media. Agencies outside the community were not considered because a local agency would be more familiar with area media and could work more closely with media personnel.

The advertising agencies were mailed a questionnaire and telephoned to set up interviews. The questionnaire consisted of the following inquiries: (1) What public service work has your agency done in the last 5 years? (2) Who will be the top man (team leader, account supervisor, etc.) assigned to this project and what are his credentials? (3) Who are your top 10 clients in annual billing? (4) Given an estimated production budget of $75,000, how many people will you assign to this project in July, August, and September? What job classifications do these individuals hold?

A Consultant Selection Committee, appointed by the River Region Administrator, interviewed agency representatives and collected the questionnaires. Committee members asked each agency: When it could start work on the project; How the agency would bill against the $4,000 communications budget for the project's planning phase; How it would handle the problem of securing the public service time needed for the program, and how involved agency personnel would be in securing such time. How optimistic they were about the possibilities of securing media time. What they thought about River Region's project timetable, and in general how they envisioned the project. The agency chosen would work on a nonprofit basis, with River Region paying for the cost incurred in producing campaign materials.

The advertising agencies were not asked to submit bids since at that stage no one knew exactly what the project would entail. ALTERNATIVES developers were also reluctant to choose an agency on the basis of its bid, because the agency making the lowest bid might not produce the best material. Other critical factors to be considered in the final selection were the agency's rapport with the media, creative ability, and sensitivity to mental health issues.

In choosing the advertising agency, the selection committee considered the agencies' past experiences with public service campaigns, how creative their past work had been, which agency appeared the most sensitive to problems of living, and which would be most flexible and easiest with which to work. The agency that was chosen, Doe-Anderson, had a longer public service record than the other two, and its public service work seemed more creative and imaginative to the selection committee. The agency staff members seemed informal, friendly, and easy to work with. Doe-Anderson was staffed by 42 professionals serving 35 local, regional, and international accounts.

ALTERNATIVES called for an approach relatively new to advertising agencies—education rather than recruitment or solicitation. Sensitivity and restraint had to be exercised in the development of ALTERNATIVES campaign materials for them to have the maximum effect.

Specific duties of the advertising agency were: (1) developing a project name, theme, and symbol; (2) writing copy; (3) producing print and broadcast materials; (4) producing outdoor billboards; and (5) assisting in the development of all related educational materials required by River Region. In addition, the agency would have to use its relationship with the local media to help gain commitments of broadcast time and newspaper space.

The first order of business was development of the program theme, symbol, and name. After several weeks of orientation to River Region's services and what was to be described, artists and writers selected the

theme, "Helping You Build a Life You Can Live With." River Region executives liked the theme for several reasons: it did not promise what River Region could not deliver; it emphasized people, not River Region; it applied as effectively to mental retardation as to mental health, and it was universal without being maudlin.

For the ALTERNATIVES symbol, the advertising agency's senior art director experimented with designs involving the number eight (at that time River Region was known as Region Eight) and hit upon the infinity symbol, an eight turned on its side. The infinity symbol represented River Region's work, with an infinite number of life situations, each requiring individualized assistance, and it symbolized life's infinite opportunities for people to grow and improve.

The advertising agency arrived at the project name ALTERNATIVES, which seemed most accurately to describe the campaign's educational approach, suggesting alternate ways of coping with or alleviating daily problems of living. Although the project theme ("Helping You Build A Life You Can Live With") and infinity symbol appeared on River Region stationery and literature, the name ALTERNATIVES was associated only with the mass media project and the Crisis and Information Center (CIC) telephone number.

Outdoor billboards, posters, and bus cards served as a visual backdrop for the education program by displaying the project name, theme, and telephone number. The advertising consultants designed billboard and bus card prints depicting many types of people: old, young, male, female, laborers, professionals, and all ethnic groups. It was hoped that through these prints people from all walks of life would identify with the ALTERNATIVES name and theme and become familiar with the CIC phone number.

Working Relationship

By the end of the campaign both the advertising agency and River Region were able to suggest ways of improving a working relationship similar to theirs in future mass media education projects.

From the advertising agency's viewpoint, the social service organization should have a clear picture in mind of what a message is to say *before* asking the agency to begin script writing; premature script starts confuse agency writers. Another suggestion was that mental health specialists designing spot content should try to look objectively at the effectiveness of agency scripts and should never veto a script simply because it is not in keeping with a particular school of clinical psychology or psychiatry. These two suggestions, if observed scrupulously, can save much time and expense in early phases of such a project.

From River Region's viewpoint, the most important consideration in working with the advertising agency involved sensitizing agency personnel to the presentation of mental health issues. An agency's primary function is to sell products, and agencies have not always had practice in a "soft sell" or indirect approach. Since an ethical question is raised when a mental health agency advertises its services or solicits clients, project developers needed to deflect the advertising agency from selling the organization or mental health issues as they would sell consumer products, toward a no less graphic but more subtle approach.

Crystallizing spot messages was probably the most difficult task for the River Region mental health team. As the task force became more adept at defining messages, it was easier for the agency to write the scripts, and the working relationship between River Region and the agency improved over time.

Finally, River Region had to guard against interfering with the advertising agency writer's creative process. Because camera work, editing, and the announcer's tone of voice all alter the meaning of a script significantly, the actual wording may not convey the same message as the filmed spot, which is the finished product. If a social service agency is not aware of this critical difference and insists that the agency make too many script changes, the finished spot may not communicate well.

ROLE OF THE MASS MEDIA

Recruiting Media Coverage

While structuring ALTERNATIVES and presenting the plan to the River Region Board of Directors, project developers were careful not to disclose the amount of coverage they would be asking from the mass media. They realized that premature disclosure of the large amount needed by ALTERNATIVES might discourage media representatives and prompt a flat refusal before they knew what they were refusing. They preferred to meet media representatives and describe the project in detail before asking a specific commitment of air time and newspaper space.

The advertising agency suggested asking TV stations to broadcast 10 spots a week and radio stations to broadcast 4 spots a day. Commercial accounts use such a "ten plan" to keep their name before the public; it is not a saturation campaign schedule.

Project personnel approached key television, radio, and newspaper representatives informally in November and December of 1972. Responses from these media representatives gave a general indication of the cooperation which could be expected from the mass media. If representatives of the largest media would support ALTERNATIVES, the project would be assured adequate coverage even if smaller stations and newspapers might elect not to participate in the project.

Members of the River Region Board of Directors, two staff members of the agency, the evaluation consultant, and the ALTERNATIVES project director met with media representatives. The project director described the River Region service agency, its services and delivery system, and spelled out the overall project goals of ALTERNATIVES. The campaign would last 60 weeks, with stations and newspapers receiving a spot every 2 or 3 weeks. River Region would need coverage figures from all participating media for evaluation purposes.

The general reaction of the media to this informal presentation was positive. Media representatives, not accustomed to such carefully planned public service campaigns, were impressed with the potential of ALTERNATIVES. The media managers expressed approval of ALTERNATIVES as a local project, being related to a local service agency and carrying a local telephone number. The broadcasters favored local material over material created by national agencies or organizations.

They also liked the idea of coordinating public service coverage among all the community mass media which made the public service announcements a more meaningful tool that would have maximum impact on the target audience.

The media representatives expressed appreciation that ALTERNATIVES project designers were asking them for a specific amount of time rather than requesting the stations to broadcast their spots whenever and as often as "possible." A specific goal gave them some indication if they were meeting the expectations of River Region.

These personal meetings resulted in informal commitments of broadcast time from the three radio and four TV stations approached. The owners and publishers of Louisville's two major metropolitan dailies, however, stated they could not participate. The newspapers had been asked to print a single 1,000-line ad per week, which is just over one-half page. The representatives explained that their policy delegated 20 to 25 full pages of space annually to a Louisville citizens' committee headed by the president of the Chamber of Commerce and that this committee decided which public service ads would be printed. The space River Region was asking for was equivalent to an entire year's allotment of public service newspaper space. They could not make an exception for ALTERNATIVES that would exclude all other petitioners.

In February 1973 a media luncheon was held a month before the first broadcast of ALTERNATIVES messages. Representatives from all the area mass media—radio and TV stations, billboard and transit advertising companies, and newspapers—were invited to witness the formal launching of ALTERNATIVES. Invitations were also extended to county judges, city officials, and other government representatives in the seven-county area.

The purpose of the luncheon was to rally the community around mental health issues, focus attention on the experimental ALTER-

NATIVES project, build enthusiasm for the project, and solicit as much additional media participation as possible. The setting was the 37th floor of a 40-story bank building. The bank donated the luncheon as its own public service contribution. After an overview of ALTERNATIVES, guests listened to the executive director of the Mental Health Materials Center, New York City, explain the role of ALTERNATIVES in the national framework of mental health education. Sample media kits containing copies of ALTERNATIVES newspaper ads, reduced billboard prints, sample radio and TV scripts, information about River Region services, news releases, and a summary of the ALTERNATIVES campaign were given to all guests.

At the luncheon, project coordinators asked media representatives to sign a statement agreeing to participate in the project and contribute the coverage asked. The statement, while not legally binding, formalized the media's commitment to ALTERNATIVES.

The luncheon served several purposes: project developers could speak to all area mass media representatives at once; the communications professionals convening in one place made them feel they were joining together for a common cause; and the fact that ALTERNATIVES was a community effort requiring the cooperation of diverse community elements was highlighted.

Media Follow-up Contacts

Media representatives who did not attend the luncheon were visited by the ALTERNATIVES media liaison specialist and the account executive of the advertising agency, who explained details of the project and the part their medium could play in the new campaign.

All three radio station managers who were visted agreed to participate in ALTERNATIVES and each station designated an employee who would work with River Region in scheduling spots and supplying the necessary evaluation information on the number of spots broadcast and the times at which aired.

Also visited were 12 weekly newspapers, eight of which were located in outlying counties of the region. Most managing editors said that their copy space was tight, making public service space donations difficult. Instead of requesting that every ALTERNATIVES message be printed, the media liaison specialist agreed to mail a Velox of each ALTERNATIVES ad for use at the newspaper's convenience. One necessary restriction which had to be observed was that the ALTERNATIVES ads would be run, if at all, only in the time period designated in the letter accompanying the advertisement.

On these same trips to outlying counties, two billboard companies were invited to participate in ALTERNATIVES. Both companies, though located outside the seven River Region counties, had billboards posted within River Region. The companies agreed to post as many ALTERNATIVES billboards as they could.

About 2 weeks after the first ALTERNATIVES spot was broadcast, three Indiana radio station representatives who had not been invited to the media luncheon were approached personally. The three stations had been accidentally mailed the first ALTERNATIVES spot, and one station thereupon asked to particpate in the project. After being asked, a second station manager agreed to broadcast future ALTERNATIVES spots. Although these two Indiana radio stations were located outside the River Region area, the largest segments of their audience lived in a River Region catchment area.

Media Response to Coverage and Data Requested

A uniform amount of coverage was requested of all media regardless of station or audience size. Eighteen radio stations were asked ro run each ALTERNATIVES message four times a day for 2 weeks and to provide information regarding the specific time each spot was broadcast. River Region used the broadcast time data and American Research Bureau audience ratings to estimate size for each message.

The Federal Communications Commission requires that radio and television stations keep a record of commercials and public service announcements they broadcast. Such log information is routinely reported for commercial accounts because the advertiser is

billed according to the time of day the message runs. (For example, morning and afternoon "drive time"—6:00 a.m. to 10:00 a.m., and 3:00 p.m. to 7:00 p.m.—is prime time for radio and is the most expensive time.) For public service agencies, however, stations rarely retrieve this information and report spot broadcast times.

All 18 radio stations agreed to try to run four spots a day and to record broadcast times. The public service coordinator of one station offered to do more—to schedule 8 to 10 messages daily, computer-programed like a commercial account.

Louisville's four commercial TV stations agreed to broadcast each ALTERNATIVES message 10 times a week for 2 weeks and also to provide broadcast time information for evaluation purposes.

The area's public broadcasting station was not approached until after the project had been under way for 20 weeks. Advertising agency executives were not accustomed to dealing with the station and therefore had not included it on the media list. When this oversight was realized the media liaison specialist got in touch with the station directors and explained ALTERNATIVES to them, whereupon they agreed to participate in the remaining 40 weeks of the project.

River Region asked 15 weekly newspapers to print an ALTERNATIVES advertisement each week, donating space 10-3/4 inches by 7 inches (450 lines), or a quarter page. The newspapers consented to print ALTERNATIVES ads only when space was available, but were willing to use only those ads scheduled for that particular period.

The region's major billboard company had already arranged to post 10 regular-sized boards per month at random locations, as River Region had requested, but voluntarily offered to post an additional 10 "junior" boards a month, plus one large expressway-sized painted board, for the duration of the project. The transit advertising company that had attended the media luncheon agreed to display 200 posters every month inside city buses.

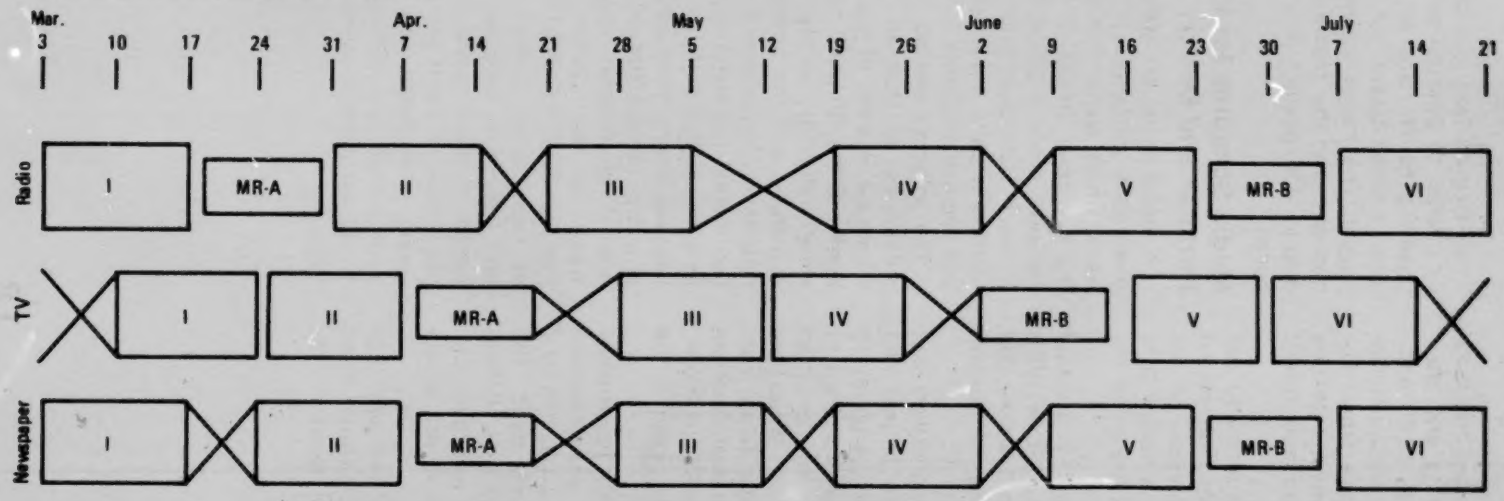
Media Schedule for Broadcasting: Purpose and Design

A media broadcast schedule was set up for evaluation purposes. The schedule designated which spots should be broadcast during particular weeks of the campaign. This schedule made it possible to study the effect of each individual spot on the number of telephone calls made to the 24-hour Crisis and Information Center.

The schedule divided the 18 mental health messages so that six of them would be broadcast in each of the three 20-week time blocks of the 60-week campaign. The blocks were statistically similar in terms of theme, audience, and resolution. The three mental retardation messages each ran twice, with two mental retardation spots running in each time block. The total of eight different messages in a time block was aired, one message at a time (except that broadcast weeks for the mental retardation spots overlapped the weeks for the mental health spots). Each message was broadcast for 3 weeks: 1 week on radio alone, 1 week on television alone, and 1 week on both radio and television. The pattern of spots on and off the air was exactly the same in each time block. During the weeks a message was scheduled, newspapers printed ads corresponding to currently broadcast spots. (See media schedules following.)

ALTERNATIVES MEDIA SCHEDULE

For the 20 weeks ending July 21, 1973 – BLOCK 1

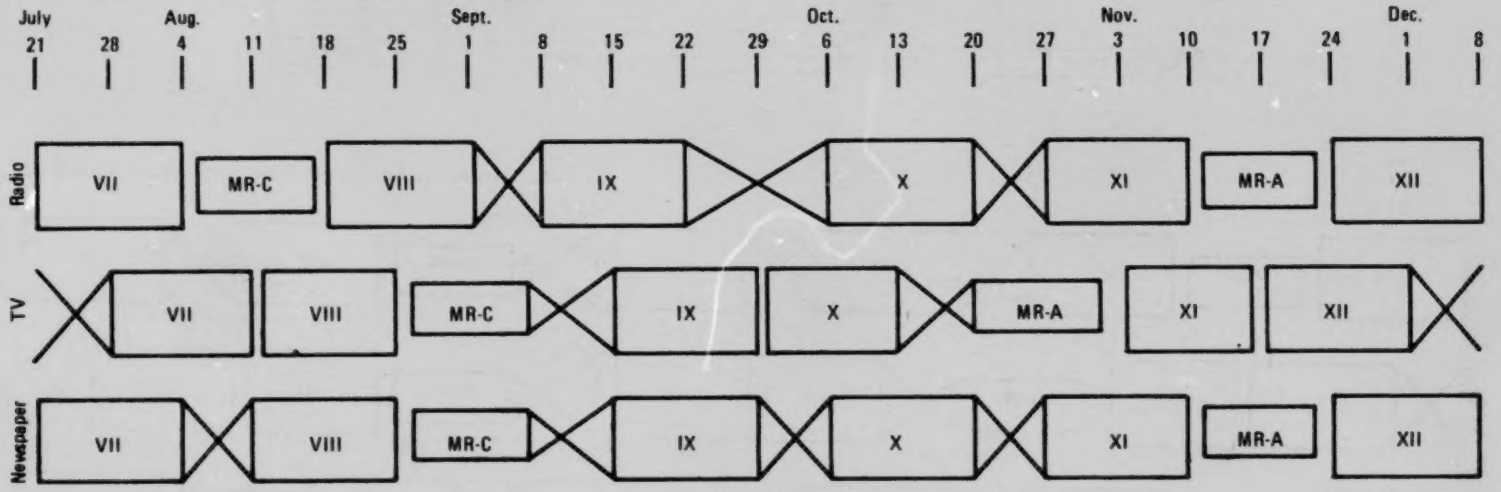


Billboards – carry constant people theme throughout project

CODE	THEME	AUDIENCE	RESOLUTION ?
I	Communications	Youth	No
II	Unmet Needs	Adult	No
III	Communications	General	Yes
IV	Unmet Needs	Youth	Yes
V	Alienation/Depression	Adult	Yes
VI	Alienation/Depression	General	No
MR-A	Retardation-A	—	—
MR-B	Retardation-B	—	—

ALTERNATIVES MEDIA SCHEDULE

For the 20 weeks ending Dec. 8, 1973 – BLOCK 2

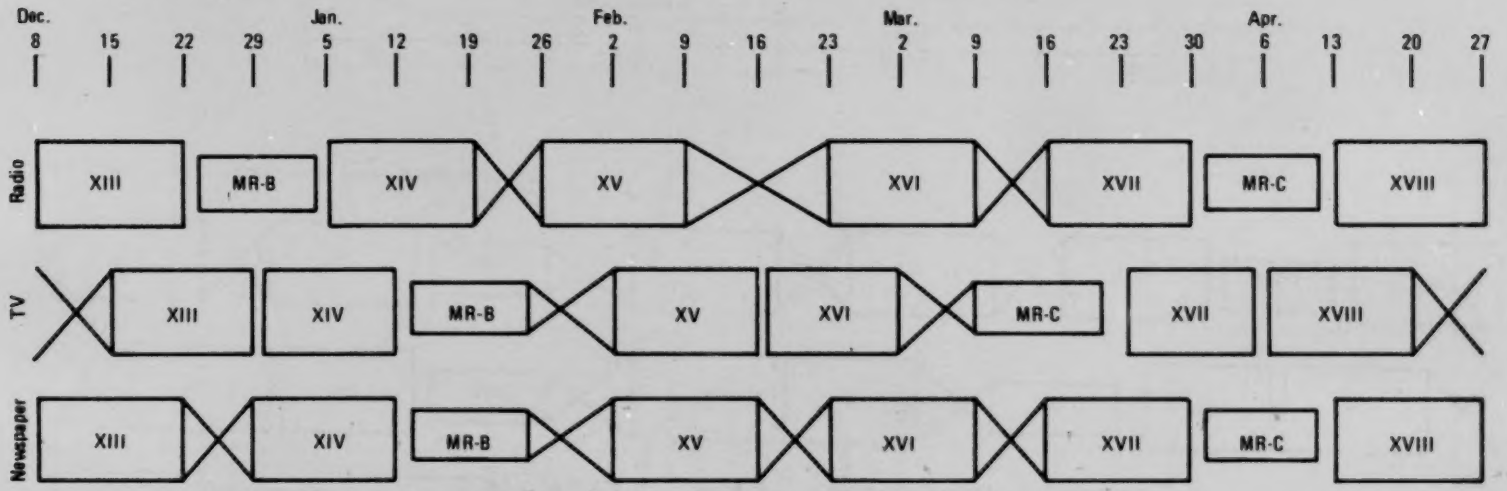

July
Aug.
Sept.
Oct.
Nov.
Dec.
21 28 4 11 18 25 1 8 15 22 29 6 13 20 27 3 10 17 24 1 8
Radio
VII MR-C VIII IX X XI MR-A XII
TV
VII VIII MR-C IX X MR-A XI XII
Newspaper
VII VIII MR-C IX X XI MR-A XII

Billboards – carry constant people theme throughout project

CODE	THEME	AUDIENCE	RESOLUTION ?
VII	Unmet Needs	Youth	No
VIII	Communications	Adult	Yes
IX	Unmet Needs	General	Yes
X	Alienation/Depression	Adult	No
XI	Alienation/Depression	Youth	Yes
XII	Communications	General	No
MR-A	Retardation-A	—	—
MR-C	Retardation-C	—	—

ALTERNATIVES MEDIA SCHEDULE

For the 20 weeks ending April 27, 1974 – BLOCK 3



Billboards – carry constant people theme throughout project

CODE	THEME	AUDIENCE	RESOLUTION ?
XIII	Communications	Adult	No
XIV	Alienation/Depression	Youth	No
XV	Unmet Needs	General	No
XVI	Communications	Youth	Yes
XVII	Unmet Needs	Adult	Yes
XVIII	Alienation/Depression	General	Yes
MR-B	Retardation-B	—	—
MR-C	Retardation-C	—	—

Problems in Maintaining Media Schedules

There were several weeks within each time block during which one medium would not be running ALTERNATIVES messages. This made it possible to compare the volume of incoming crisis center telephone calls for those weeks when messages appeared on radio, on television, or on neither medium. However, this seeming inconsistency in broadcast schedule was difficult for the personnel at some stations to adjust to, particularly one station at which ALTERNATIVES spots were being computer-programed for the entire project period. During the weeks that spots were not scheduled for broadcasting, announcers had to ignore the ALTERNATIVES spots that showed up on the program logs.

Switching spots every 2 weeks led to other media scheduling problems. For example, in some cases, spots which should have been off the air were repeated beyond schedule. One factor contributing to the problem was the standard media schedule, in which messages are run from Sunday of one week through the Saturday of the following week. Public service coordinators do not work on weekends, and station staff members who have weekend duty failed sometimes to take a spot off the air on a Saturday or to broadcast a new spot on the following Sunday.

The ALTERNATIVES spots were originally scheduled for delivery to the stations on Wednesday, Thursday, or Friday of the week. The media liaison specialist purposely mailed messages in the middle of the week to prevent the stations from losing or forgetting early arrivals. This posed a problem for a few stations which customarily completed their broadcast schedule for the upcoming week by Wednesday. These stations found it hard to rework their broadcast schedule in time to air a new ALTERNATIVES spot on Sunday. To alleviate the problem, all stations were given a copy of the entire 60-week schedule to follow, once this difficulty became apparent.

Perhaps the major obstacle to maintaining the media schedule arose from the need for coordination between public service coordinators, traffic schedulers, and announcers at the working level of operation. In some cases, when personnel changes occurred without the knowledge of the media liaison specialist, communications lines between River Region and the station or newspaper were disrupted. The new personnel were not familiar with ALTERNATIVES procedures and as a result, spot-scheduling errors occurred.

Day-to-Day Media Liaison Activities

Daily liaison activities with the media basically consisted of distributing the ALTERNATIVES spots at appropriate times and collecting the broadcast time information needed for evaluation. River Region liaison occasionally had to retrieve as many messages as possible by calling at the stations and consulting the log book directly, because some stations discarded all public service announcements once they were broadcast.

MESSAGE DISTRIBUTION. At first, television films were delivered personally by the media liaison specialist, but it soon became too time consuming to deliver spots, pick up old spots, and collect broadcast time information at each station during one visit. Consequently, the gathering of log information took place intermittently or at the end of the entire time block, and television films, radio tapes, and newspaper ads were mailed rather than delivered personally.

A letter was sent with every spot giving the name of the spot, the times it was to run, a brief description of its content, and thanking the stations or newspapers for their help and cooperation. The letters with the films or tapes were mailed to the media project contact—either the station president, manager, public service coordinator, program director, traffic manager, or even, as in the case of one rural radio station, the receptionist.

Whenever possible, television films and radio tapes were mailed the Tuesday or Wednesday before the Sunday on which the spot was to begin its broadcast schedule. On occasion, due to production or printing delays, the spots arrived late at River Region and had to be taxied or delivered personally to the stations by Friday.

All media received the same materials with two exceptions: Five of the seven River Region counties lie outside the local Louisville

telephone dialing area; the ALTERNATIVES ads in newspapers serving those counties carried a toll-free telephone number for the Crisis and Information Center. Also, at the beginning of the project, one radio station with a primarily black audience requested that all their spots have black announcers. River Region complied with this request, but the station broadcast the same messages used by the other stations.

MESSAGE RETRIEVAL. The manner of retrieving films and tapes from stations at the end of each spot's scheduled running period varied. Some stations sent messages back to River Region; others held the spots until the media liaison specialist came to collect log information.

One reason for message retrieval was that early spot retrieval from television stations would prevent messages from being televised at the wrong time. A television station could not air a message in an unscheduled time slot if the station no longer had the spot. Spot retrieval was not used as a preventive measure with radio because radio stations often made their own ALTERNATIVES cartridge from the original spot tape or recorded another message over the original spot tape which was erased after the ALTERNATIVES message finished running.

Another reason for retrieval was an economic one. River Region planned to continue public service programing with the ALTERNATIVES spots on a more informal basis, and the more spots retrieved, the smaller the number of copies to be reordered.

GATHERING COVERAGE INFORMATION. It was necessary to obtain full broadcast time data from participating radio and television stations for each 20-week time block. This information was used to estimate the number of listeners for each week's featured message. The number of times a spot was broadcast (during each American Research Bureau Audience ratings day-part slot) was recorded by the week on uniform coverage forms. For example, for 1 week there would be information on how many times one scheduled spot ran during the day-part slot Monday through Friday, 6:00 a.m. to 10:00 a.m., on each station. (See logging forms following.)

ALTERNATIVES LOGGING FORM
RADIO

MESSAGE _____

WEEK OF _____

	M-F 6-10 am	M-F 10 am-3 pm	M-F 3-7 pm	M-F 7-midnight	Sat. 6-10 am	Sat. 10am-3pm	Sat. 3-7pm	Sat. 7-M	Sun. 6-10 am	Sun. 10am-3pm	Sun. 3-7pm	Sun. 7-M	Sun.-Sat. Midnight-6am
WAKY													
WAVE													
WFIA													
WHAS													
WHAS-FM													
WINN													
WKLO													
WKLO-FM													
WKRX													
WLOU													
WLRS													
WSTM													
WTMT													
WXVW													
WXKE													
WSTL													
WCND													

ALTERNATIVES DAY-PARTS LOGGING FORM
TELEVISION

MESSAGE _____

WEEK NUMBER _____

DATES _____

Station	M-F 9-noon	M-F noon-4:30	M-F 4:30-6	M-F 6-7:30	M-F 7:30-11	M-F 11-11:30	M-F 11:30-1	Sat. 8:30a-1p	Sat.+Sun. 1p-5p	Sun.-Sat. 7:30-11p	OTHER
WHAS											
WAVE											
WLKY											
WDRB											
WKPC											

Collecting log data and recording the times each message was broadcast were difficult tasks for media liaison because they were unusual and time consuming jobs for the stations. Two radio stations cooperated excellently, always mailing back their lists of the times ALTERNATIVES spots were run. Another four radio stations and one TV station prepared such lists when reminded by telephone. At two other TV and four more radio stations, arrangements were made from the start for the media liaison specialist to personally sift through the lists and make up the ALTERNATIVES list. One other television and four radio stations switched to this arrangement when it became evident that their own staff did not have time to collect and report the broadcast data. Only one TV station was consistently tardy and uncooperative about reporting spot broadcast times and would not allow the media liaison specialist to go through the logs.

River Region was refused log information in only one instance. One radio station gave broadcast data for the first 3 weeks but later termed it an impossible request; the station manager said he would broadcast four ALTERNATIVES messages per day but would neither supply log data nor allow the media liaison officer to inspect the logs. This necessitated a special adjustment to make the evaluation possible. A constant weekly audience was estimated, based on the number of times the station had broadcast ALTERNATIVES spots when station personnel were reporting log data.

In addition to helping provide weekly audience estimates, broadcast time data served a program-monitoring function. For instance, the liaison specialist knew a station was airing the wrong message if, after a 60-second spot was followed on the medium schedule by a 30-second spot, log records showed the 60-second message still being broadcast. This information could be relayed to the station's public service coordinator for correction.

Media Coverage Received for Entire Project Period

When media representatives were asked to pledge a portion of their public service time to ALTERNATIVES, they were asked also to participate consistently throughout the entire 60-week project. Project coordinators were apprehensive about whether a high level of media interest and cooperation could be maintained over such a long period of time. Although the amount of coverage received from radio and TV stations did not reach the four spots per day and 10 spots per week respectively requested, a relatively high degree of coverage was reached and maintained throughout the entire campaign.

TELEVISION. Louisville's three network television stations provided the most consistent TV coverage, airing an average 7.6 messages weekly for 60 weeks. Broadcasting during the afternoon and evening only, two smaller stations ran fewer messages: a public broadcasting station started broadcasting spots during the second time block and ran an average of six spots per week; one small nonnetwork commercial station averaged the least coverage, although the station increased the number of messages broadcast each block from 1.9 for block I to 2.4 during block II and 5.9 for block III.

A common concern of organizations communicating with the public via public service time is that their messages will be broadcast only during very low audience time periods, such as early morning and late night, since commercial advertisers buy peak audience time slots. Although many ALTERNATIVES messages were run during low audience times, a substantial percentage of spots were broadcast during peak audience periods (see table 1 below). Combining prime time and pre-prime time figures, an average 21 percent of all messages were aired during high audience viewing times.

Table 1. Television coverage of ALTERNATIVES public service announcements

	Time block I (four stations)	Time block II (five stations)	Time block III (five stations)
Average number of spots run per week for all stations	28	28	34
Average number of spots per station per week	7	5.6	7.5
Average number of spots per week run by three network stations	8.6	7	7.3
Percent of spots run during prime time*	9%	17%	17%
Percent of spots run during pre-prime time*	7%	7%	6%

*During the first 40 weeks, prime time was defined as Monday through Friday, 7:30 p.m. to 11:00 p.m., and pre-prime time, Monday through Friday, 6:00 p.m. to 7:30 p.m. Due to a change from Eastern to Central time near the beginning of time block III, prime time for the last 20-week period was defined as Monday through Friday, 6:30 p.m. to 10:00 p.m., and pre-prime time, Monday through Friday, 5:00 pm. to 6:30 p.m.

Using station log data and audience estimates prepared by the American Research Bureau (ARB), "audience impressions" were computed for each project week. The number of impressions equals the number of spots per time slot (e.g., Monday through Friday, 9:00 a.m.-noon) multiplied by the ARB audience estimate for that slot for each station. ALTERNATIVES television messages maintained a consistent number of audience impressions throughout the three time blocks: 18.8 million, 17.5 million, and 19.5 million for blocks I, II, and III, respectively.

RADIO. Radio coverage fell somewhat over the 60-week campaign in terms of the number of spots run, but the number of audience impressions remained nearly the same. Computed, using log data and American Research Bureau audience ratings, ALTERNATIVES radio spots were associated with 36.2 million, 35.4 million, and 36.4 million audience impressions during blocks I, II, and III, respectively. Data for time block I covers the spots broadcast over 18 stations, while data for the two final blocks covers the spots broadcast over 17 stations.

One station stopped broadcasting ALTERNATIVES messages because of a policy change requiring that public service announcements be read by the radio announcer. Most ALTERNATIVES messages had to utilize two or more voices for adequate delivery; all spots were prerecorded and delivered to the radio stations on tape.

Another radio station broadcast only one message during time block III. Because theirs was a fast-format teenage rock station, station managers preferred using 10-second public service announcements rather than the 30-second and 60-second ALTERNATIVES announcements. The station did not run "Senior Citizen" because program directors felt that this ALTERNATIVES spot would hold little interest for their teenage audience. Thereafter, station personnel said they got out of the habit of scheduling ALTERNATIVES announcements.

As shown in table 2 below, a consistent percentage of radio spots received coverage during peak audience periods. Combining morning and afternoon drive time periods, an average of 26 percent of all ALTERNATIVES radio spots received prime time coverage.

Table 2. Radio coverage of ALTERNATIVES public service announcements

	Time block I (18 stations)	Time block II (17 stations)	Time block III (17 stations)*
Average number of spots run per week, for all stations	406	335	326
Average number of spots run per station per week	23	20	20
Percent of all spots run during morning drive time (Monday-Friday 6:00 a.m. to 10:00 a.m.)	13.8%	11%	13%
Percent of all spots run during afternoon drive time (Monday-Friday 3:00 p.m. to 7:00 p.m.)	15.2%	14%	12%

*One station broadcast only one message.

NEWSPAPER. ALTERNATIVES messages in the form of newspaper advertisements were mailed to 15 weekly newspapers. All papers printed at least one message. Use of the ads was sporadic for all except one newspaper, a Louisville weekly with a black readership, which used 12 of the 16 messages in time blocks I and II and four of the eight messages in time block III.

Coverage of ALTERNATIVES ads decreased over the 60-week campaign; 35 ads appeared during time block I, 30 during block II, and 11 during block III.

Maintaining Good Media Relations and Coverage

Success in maintaining good media relations and coverage was due largely to River Region staff members, who showed an active, ongoing interest in the project and the media's role in it. For example, an evaluation summary of the first time block, plus a record of the particular station's or newspaper's message coverage, was given to all media; and was delivered to TV stations personally by the project director.

In addition, River Region personnel were flexible in dealing with individual station procedures and were responsive when problems occurred. For example, if a television station broke a film or a radio station lost a tape, a new ALTERNATIVES message was quickly supplied.

While collecting log data, the media liaison specialist had a chance to discuss ALTERNATIVES informally with station personnel. These discussions proved to be good public relations, making media representatives more aware of and more interested in the project.

One difficult aspect of media liaison work was maintaining the sensitive relationship River Region had with radio and TV stations. River Region was receiving a free service and was asking for a great deal more than is usually accorded public service campaigns. During a typical public service campaign, stations can broadcast such messages whenever they want. The sponsoring agency might call the station and ask if the message was aired and how often. In the case of ALTERNATIVES, however, River Region told the stations how often to broadcast ALTERNATIVES messages, which ones to run, and to provide log data giving the exact time each spot was broadcast, showing whether the station had done everything as agreed.

Care was taken not to push the media too hard, as they might become frustrated over River Region's many requests and stop running ALTERNATIVES spots. Tact was needed when a station ran the wrong spot or when it did not promptly send or make available the log data. In general, a friendly, cooperative relationship was maintained.

At the close of the campaign, a luncheon was given for all participating media. River Region executives presented plaques to media representatives in appreciation of their contributions to ALTERNATIVES. During lunch they outlined River Region's plans for future public service programing, reported some preliminary ALTERNATIVES evaluation results and promised to send a complete evaluation report as soon as it was completed.

EVALUATION DESIGN

Selecting the Evaluation Company

River Region had no research or evaluation staff; consequently, an outside evaluation consultant was sought. About the same time that project planners were selecting an ad agency, they drew up a research proposal and specifications to submit to several research and evaluation concerns in Louisville and other cities and States. (The research proposal appears at the end of this section.) Several firms were approached because of their national reputation, others because they were the major local specialists.

River Region's proposal to these companies fully described the envisioned mental health education campaign and invited the candidates to submit a written tentative approach for project evaluation and to make a personal presentation of their plan to River Region staff members, with estimates of the time and money that would be required to carry out their evaluation.

After all presentations were completed the River Region Board of Directors contracted with a Louisville-based, computer-related service. The company's plan for evaluating the project was different from the other proposals. The other proposals required River Region and the agency to develop and implement the project first, after which the evaluators would devise a mechanism for measuring the project impact on the community. The consultant who was chosen, however, specified project parameters around which the agency and River Region could work, among them a media schedule to control the mass media output. Thus, the project could develop around a predetermined design well suited to measurement. Initially, the design seemed constraining and restrictive because River Region and the advertising agency would have to develop the public service announcements to fit the evaluation design. In the long run, though, River Region staff felt that these restrictions would facilitate the evaluation.

Development of the Evaluation Design

During the early stages of ALTERNATIVES, the evaluation component was oriented toward marketing research, in keeping with the evaluator's training. Evaluators planned to measure the immediate impact on audiences of the controlled broadcast spots by the number of telephone calls made to the 24-hour Crisis and Information Center (CIC), which would reflect the impact of the spots by the number and nature of the calls received. However, River Region later hired a research director who proposed and helped devise a series of community telephone surveys to measure attitudinal changes generated by the public service announcements and advertisements. Thus, as the project evolved, marketing and social science research and evaluation techniques were combined in the evaluation activities.

Broadly stated, project goals of ALTERNATIVES were: (1) to improve the mental health attitudes of the public; and (2) to increase public awareness of the availability of mental health resources in the community. Beyond assessing data relevant to these two fundamental aspects of project evaluation, other factors, which might be mediating or moderating influences on the outcome of the program, were also studied: the differential impact of the program across demographic factors; recall of specific ALTERNATIVES spots; and assessment of the media sources from which spots were recalled. These factors, while not immediately a part of the evaluation of the goals attained *per se*, were judged important to the planning of future mental health education programs.

Technical Design of Evaluation

The operational phase of ALTERNATIVES, during which the messages were aired on local television and radio stations, lasted 60 weeks. This 60-week period was divided into three 20-week blocks. During each block, six unique mental health messages and two mental retardation messages appeared on TV and radio and in weekly newspapers. Thus, within the total operational period of 60 weeks, 21 ALTERNATIVES messages appeared in local media.

Two data sources were used to track project outcomes: (1) weekly tabulations on frequency of calls to River Region's Crisis and Information Center (CIC), and (2) a structured

telephone interview administered to households in the River Region area. (The telephone interview appears at the end of this section.)

MESSAGE DIMENSIONS. Beyond assessment of the impact of mental health messages on the public, the ALTERNATIVES project offered an opportunity to study the effects of the mental health messages in terms of its major dimensions. Working in conjunction with the evaluator, River Region mental health professionals formulated three message dimensions or variables which they felt might be significantly related to message impact: (1) the *theme* (mental health problem) with which the message dealt; (2) the age of the *audience* at whom the message was primarily directed; and (3) the *resolution* (resolved or unresolved) of the problem portrayed.

Specific problem areas constituting the *theme* dimension were selected by the mental health specialist task force. Based on their personal clinical experience and the types of problems presented in CIC calls, they felt that a major portion of mental health problems could be classified into three broad categories: (1) problems relating to inadequacy of interpersonal *communication;* (2) problems relating to *unmet emotional needs;* and (3) problems relating to *alienation* and/or *depression*. Six messages, or one-third of the 18 allotted to mental health topics, were constructed around each of these three problem areas or themes. Three messages were allotted to mental retardation.

The target *audience* for these messages was divided by age into three categories: youth, adult, and general (youth and adult combined). Scripts for the messages were developed in which principal characters represented one of the three age groups. Six messages were constructed for each of the three audience age categories.

Messages directed at the youth audience category carried the telephone number of the youth services line at River Region's Crisis and Information Center, while those for the adult and general audience categories carried the number of the general services line.

The *resolution* status dimension was designed at one of two levels: resolved or unresolved. All messages began with the portrayal of a problem, leading to an announcer intervening with a "bridge" statement bringing the problem into clearer focus. In resolved messages the person with the problem took a first step toward an appropriate solution. The unresolved messages concluded with a direct or implied question asking the audience what they would consider appropriate behavior in the situation portrayed. Nine mental health messages had resolved endings and nine had unresolved endings.

Thus the three message dimensions of *theme*, *audience*, and *resolution* were completely crossed in 3 × 3 × 2 matrix so that there were 18 possible combinations of categories across dimensions (see table below). Each message represented 1 of the 18 combinations possible.

Message dimensions and structures

Theme	Communications						Unmet needs						Alienation depression					
Audience	Youth		Adult		General		Youth		Adult		General		Youth		Adult		General	
Resolution status*	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N

*Y = resolved
N = unresolved

Through use of the media schedule, it was possible to obtain estimates of the impact of television and radio upon certain project outcomes. Each message received 3 weeks of media coverage: 1 week of television alone, and 1 week of radio alone, and 1 week of the two combined. By contrasting the number of CIC calls under each of these three conditions, estimates of single medium and combined media impact were obtained.

Time Blocks. Division of the 60-week project into three 20-week time blocks served two purposes. First, it provided a framework for allocating messages within the design to test the effects of message and media factors. Second, it allowed for assessment of change in project outcomes over time. By administering telephone questionnaires prior to actual implementation of the project and then after each 20-week time block, it was possible to chart certain outcomes as they were influenced by the cumulative effect of the project. For example, awareness of mental health resources might change significantly over the four progressive points in time surveyed.

Message Assignment Over Media and Time. The 18 mental health messages were divided into three subsets so that within each message dimension, the categories were equally represented. Thus, in each set of six messages, with regard to *theme*, two dealt with communications, two with unmet emotional needs, and two with alienation/depression; with regard to target *audience*, two were aimed at youth, two at adults, and two at a general audience; and with regard to *resolution*, three were resolved and three were unresolved. Each subset of six messages was allocated to one of the three 20-week time blocks. Within blocks, message sequence was randomly determined.

During the first week a message was aired, it appeared only on radio or TV; the second week, it appeared on both radio and TV; and the third week, the airing sequence terminated with the medium introduced the second week.

The medium of first appearance was determined through an alternating sequence such that messages 1, 3, and 5 of a time block always appeared on radio first, while messages 2, 4, and 6 appeared on television first. It can be observed that for each 20-week time block, six messages, each occupying 3 weeks, would cover only 18 weeks. The remaining 2 weeks, which were always the 7th and 14th weeks of the blocks, were utilized as control weeks in determing the impact of mental health messages on CIC call activity. During both of these weeks, one of the three mental retardation messages was run on TV alone. Since these messages did not contain material specifically related to mental health, it was assumed that they would have a null effect on mental health-related calls. All measures of call activity for assessing project impact were compared with baseline data accruing during these weeks.

DATA COLLECTION. Two sources of data were employed in the evaluation: (1) the tabulation of CIC telephone calls; and (2) the responses to a structured telephone questionnaire administered to samples of the regional population (see at end of section).

The collection of data on CIC call activity presented no unusual difficulties since calls were already being recorded on a daily basis. Obtaining the data in weekly time units for the evaluation involved a simple summation for each 7-day period. Furthermore, separate compilations were already being made for the youth and general telephone lines.

Callers' reasons for telephoning the Center were also being documented. Three categories of "reason for contact"—alcohol problems, drug problems, and problems in living—were combined to form a broader class of calls labeled "*trouble*." The remaining categories of "reason for contact" were combined to form a class of calls labeled "*informational*." Thus, data on four types of calls were obtained; youth/trouble, youth/informational, general/trouble, and general/informational. The purpose of the more refined breakdown of calls was to determine whether the project was having a varying impact on youth as opposed to adults, and on persons seeking information as opposed to persons seeking counseling.

The second data source, the series of structured telephone interview surveys, provided a broad spectrum of information on project impact which simple call-activity figures could not provide. Questionnaire items

covered the demographic characteristics of respondents, their recall of ALTERNATIVES messages, their response to statements embodying certain mental health attitudes, and their awareness of mental health resources in the community.

The telephone interviews were conducted by a public opinion survey firm on samples of the regional population at four succeeding points in time. Independent population samples were selected for each of the four surveys. The first survey (Survey I) was taken immediately before the project got under way and the three subsequent surveys (Surveys II–IV) directly followed each of the three 20-week time blocks.

Each survey sample was selected using proportional area-sampling techniques. The region's four catchment areas were given approximately equal representation in each total sample of roughly 500 households. Minor deviations in proportion for the areas and in total sample number were unavoidable because of sample quota requirements. Within each catchment area, telephone exchanges were sampled according to a systematic numerical scheme keyed to the relative frequency of the exchange in that area.

To insure that interview results would provide a reasonable representation of both sexes, interviewers asked to speak with an adult male householder until males constituted 50 percent of their designated total of interviews. When that quota was filled, they began asking for adult female householders.

A sample of youthful respondents (roughly 8.5 percent of the total adult sample) from the same population was also obtained by indicating for each interviewer the number of youthful respondents required in his total. Beginning with the first household called where an adult was interviewed, the interviewer then asked to speak to any teenaged young adult present. This procedure was followed until the required number of youthful respondents was obtained.

Evaluation Objectives

ALTERNATIVES evaluators sought to measure the effect of 21 public service announcements on the River Region population. Hopefully, the evaluation data assembled would help River Region educators learn what is needed for the mass media to inform, motivate, and influence a community toward more effective mental health attitudes and practices. ALTERNATIVES would require almost 2 years' time and an expenditure of $166,000. How wasteful this effort would be if River Region did not measure the impact of this costly project on the community to find out what and how results were produced!

To insure systematic assessment of project impact, it was necessary to translate project goals into measurable objectives. These objectives represented more molecular statements of what the project was intended to accomplish but in forms that were amenable to quantitative test. They fit into three broad categories: (1) recall of messages, (2) changes in mental health attitudes, and (3) increased awareness of mental health services. The recall category relates to an objective commonly assessed in commercial media programs, because it is assumed to be an index of the more immediate impact of the program. The other two categories relate directly to the two project goals.

(1) RECALL OF MESSAGES. Nearly every evaluation of a media campaign contains some assessment of the extent to which advertisements are recalled by the audience. It is assumed that the audience must attend to and perceive a message before its content can become influential—that is, these steps are viewed as the initial stage of impact of a program. Because attention and perception are not directly observable, assessment must focus on the succeeding step of incorporating the contents of the message into memory, whereby a persons stores what has been attended to and perceived. Recall of message is thus taken as an index of immediate impact.

To assess recall of messages, respondents to the telephone interviews were asked if they remembered seeing or hearing any of the ALTERNATIVES commercials on television or radio, or in newspapers during recent weeks. The question was posed in the interviews following each of the three 20-week time blocks. The statistics of interest here were the absolute proportion of respondents indicating recall of messages for each of the

three interviews, and the change in that proportion over the three time blocks.

(2) CHANGES IN ATTITUDES TOWARD MENTAL HEALTH ISSUES. The goal of improving attitudes undoubtedly represented the most ambitious and perhaps the least clearly defined project goal. In the early stages of evaluation planning, the consultant focused on CIC call activity as the dependent variable of the project. The decision to assemble survey data through telephone interviews was made after River Region's research director insisted that such data were indispensable to project evaluation. This was particularly true for a project aimed at attitude modification, which could be directly assessed only by the collection of survey data.

Those attitudes which the project might influence were somewhat diffuse at the beginning of the project. As with many projects intended to produce shifts in attitudes, the causal connections between presentation of the message and its impact on attitude were not well developed. There was a loosely defined cluster of attitudes that the project was supposed to influence, but in the process of constructing the survey instrument, it became clear that for each of the 21 ALTERNATIVES messages there was a relatively specific mental health attitude that might be influenced by the message. As a result, the goal of changing attitudes could be translated into an objective of changing the specific attitude attached to each of the messages.

The project staff composed two attitude statements for each message. One statement (problem assessment) sought to measure the respondents' awareness of factors related to the problem illustrated in the message. The other statement (appropriate behavioral resolution) elicited what the respondent thought should be done to alleviate the problem. Some statements expressed appropriate attitudes, as determined by the staff, so that the favorable response was agreement; the others expressed inappropriate attitudes, and the favorable response was disagreement (see table below for examples).

Examples of problem assessment and behavioral resolution attitude statements

	Statement	Favorable response
Problem assessment	A person close to you should know what's bothering you without having to tell him	*Disagree*
Behavioral resolution	When someone you love treats you in the right way, it's probably because you have told him how you want to be treated	*Agree*

The proportion of interviewees giving the appropriate response to a statement *before* the associated message was aired (baseline level of response) was established by presenting the statement to survey interviewees just before the 20-week period during which the associated message would appear. On the succeeding survey (*after* the message was aired) the statement was again presented to interviewees. The difference in proportion of appropriate responses between the two surveys was taken as an index of attitude change.

(3) INCREASED AWARENESS OF MENTAL HEALTH RESOURCES. The goal of increased awareness of mental health resources was probably the most thoroughly assessed project objective. In addition to data obtained through telephone interviewing, information was collected from CIC call activity. This multidata base reflects, in part, the variety of specific objectives which can be derived from the overall goal of increased public awareness of mental health resources.

The least direct, but perhaps most important objective deduced from the awareness goal was increased call activity at the Crisis Center. It was reasoned that if a message provoked sufficient attention to and thought about mental health issues, persons who had been experiencing difficulty and wanted help might phone the Crisis Center number given at the end of the message. Responses of this nature actually go a step beyond awareness, for they indicate not only knowledge of a

source of help but also the effort to establish contact with the source. In the sense that these contact responses of persons in need are facilitated by the messages, data on them are especially significant in assessing project impact.

Measures of chief interest for all four of the call activity variables (youth/trouble, youth/informational, general/trouble, and general/informational) were the changes associated with radio coverage alone, television coverage alone, and simultaneous TV/radio coverage. Media time was donated and could not be strictly controlled, which meant that each ALTERNATIVES message received varying coverage. It was necessary, therefore, to assume the average number of media impressions for each medium as a baseline value for that medium. For example, the change on call activity produced by "radio alone" was based on the effect of the average weekly radio media impressions for the 60-week campaign. Obviously, in treating each of the media as a variable, it was necessary to base the media variable on some given number of media impressions. In the ALTERNATIVES evaluation, the average number of media impressions within one medium for the 60-week implementation period was the most representative value, since it was the best single indicator of coverage across the entire project.

Other questions of interest with regard to the four call activity variables concerned the impact of specific messages and the message dimensions. Eighteen mental health messages had been produced, and it was reasonable to expect that some messages would be more effective than others in influencing call activity. It was also assumed that certain types of messages, corresponding to the categories of message dimensions, might be more effective than others. To test these possibilities, categories within message dimensions were contrasted in call activity analyses: communications vs. unmet emotional needs vs., alienation/depression; youth vs. adult vs. general; and resolved vs. unresolved.

Because each message received different numbers of media impressions, it was necessary to "factor out" the effect of varying media coverage. The outcomes for messages and message dimensions might otherwise be contaminated. To accomplish this "factoring out," linear regression equations for each of the four call activity variables were written with predictive parameters of radio media impressions, television media impressions, and the interaction of the two. After establishing the quantitative relationship between the predictive parameters and call activity, it was possible to adjust any message or message dimension comparison for the bias of differential coverage.

Remaining objectives relating to awareness of mental health resources were measured by the telephone interviews, which included questions dealing with the respondent's familiarity and experience with mental health service agencies and institutions in the area. Compared with the call activity variables, these items were relatively direct in assessing awareness of mental health resources. Whereas the call activity variables involved not only an individual's *knowledge* of a resource but also his actual *contact* with it, the questionnaire assessed awareness by a direct question to interviewees. In this respect, the interview items may be better indices of simple awareness than the call activity variables.

The interview item of primary interest was unaided awareness of mental health resources. Respondents were asked if they could name any agencies or organizations in the community which deal with mental health problems. The proportion of respondents who could name an agency was contrasted over the four surveys to assess the cumulative impact of the project in this area. If the project had significant effect on audience awareness of resouces, the proportion of those showing awareness should have increased significantly over time.

It was hoped that the ALTERNATIVES messages would stimulate the audience to consider all of the community resources available. However, it seemed reasonable to expect that familiarity with River Region as a community mental health resource would show a greater increase than familiarity with other agencies, since at the end of every message it was announced that the message had been provided by River Region. For this reason,

two measures of specific familiarity with River Region were judged significant: The first was the proportion of total respondents who gave "River Region" (or an associated name) as a response to the unaided-awareness question. Associated names like "Region Eight," "Crisis Center," or "Hair" were classified as instances of awareness of River Region because some River Region services were so identified or had been identified with one of them at some time. The objective assessed here was change in proportion over the four interview surveys. The second measure of familiarity with River Regoin was an aided-awareness question, which differed from the unaided-awareness question by directly asking the respondent about his familiarity with River Region, such as, "Have you ever heard of River Region or Region Eight?"

The aided-awareness and unaided-awareness items were similar, but there was an important difference. The aided-awareness question was intended to identify respondents who might not spontaneously remember River Region when answering the unaided question, but who nevertheless were aware of River Region as a mental health resource. The focal statistic here was change in the proportion of persons indicating awareness of River Region.

Four other questions relating to the awareness goal elicited measures of respondents' utilization and preference for types of mental health resources. For example, a substantial proportion of the public may view mental hospitals as the primary resource for help with emotional distress. ALTERNATIVES messages, however, encouraged the audience to deal with problems of living at an early stage when community resources and informal social networks might provide a major source of help. Thus, it was expected that preference for and utilization of community agencies and informal social networks might increase over the project period. Since the questions covering these aspects of awareness were used only in the first and fourth surveys, all measurements reflected change over that period of time.

To assess utilization, respondents who had answered affirmatively to a previous question of whether any close friend or relative had received help for an emotional problem were asked where that person had gone for help.

Preference was assessed by way of a series of three questions: The first asked respondents where they would turn for help if they or a member of their family had an emotional problem. If the respondent gave an alternative to hospitalization in reply, he was asked directly whether hospitals were the best way to help. Finally, respondents were asked whether they could think of another source of help other than hospitals.

The measures of interest for all four questions were changes between the first and fourth surveys in respondent opinion of hospital vs. nonhospital sources of mental health aid.

RESEARCH PROPOSAL

Kentucky Region Eight Mental Health-Mental Retardation Board, Inc., plans a comprehensive year-long communications program. It is scheduled to begin in early Fall, 1972. The attached is a detailed explanation of the plan and its objectives.

This proposal will serve as a guide to those organizations who may offer support services to Region Eight as Research Consultants.

Our objectives are as follows:

1. To assemble and analyze all available data and statistics having to do with our four spheres of mental health, mental retardation, alcohol abuse, and drug abuse. We are uncertain as to these sources and their validity, but suggest the following examples:

a. Mental Health
- Law Enforcement Records
  - Suicides
  - Domestic Disputes
  - Crimes of Violence
- Industrial Records
  - Absenteeism
  - Non-Productivity Performance
- Region Eight Records
  - Caseloads
- Psychiatric and Hospital Records
  - Caseloads

b. Mental Retardation
- Hospital Records
  - Caseloads

c. Alcohol Abuse
- Law Enforcement Records
  - Drunken Driving
  - Drunk Driving Accidents and Injuries/Deaths
  - Domestic Disputes and Crimes of Violence Attributed to Drunkenness
- Industrial Records
  - Absenteeism and Non-Productivity Attributed to Alcoholism
- Region Eight Records
  - Caseloads
- Psychiatric and Hospital Records
  - Caseloads
- Liquor Industry Records
  - Per Capita Consumption

d. Drug Abuse
- Same as (c) above
- Pharmaceutical Records Per Capita Consumption

2. To determine which of these data bases are valid indicators of the existence and scope of the problem.
3. To determine means for measuring the data bases so that increases or decreases in the incidence of the problems can be observed.
4. To relate these measurement techniques to the communications program so that the impact of preventive education can be seen, or whether there is any measurable impact.
5. To create a measurement technique which can be used repetitively in this and other communities for similar programs.

We are now soliciting a proposal from your firm in the light of these objectives. We request:

1. An identification of your capability and experiences.
2. A reaction to the plan and a tentative approach to satisfying it.
3. A suggestion as to time and money required.

The decision will be based on the combined parameters of capability, the availability of personnel assigned to the project and estimated fee.

When the Region Eight decision is made, the research team will be given an agreed upon fee (not to exceed $4,000.) to more fully develop the concept, analyze the data and create a projected model. Their work in this first phase will, when completed, be used as a report and recommendation to secure full funding. During this phase, which should last no more than two months, the research team will work closely with the communicating team so that objectives, emphases and timetables can be correlated.

When full funding is achieved, the communications campaign and the statistical evaluation will begin.

For further information:
Charles E. Roppel or
Terrence M. Holland
Kentucky Region Eight Resource & Training Center
1123 South Third Street
Louisville, Kentucky 40203
584-5352 (area code 502)

TELEPHONE QUESTIONNAIRE

TRENDEX, INC. 15 RIVERSIDE AVENUE WESTPORT, CONN.
FEBRUARY, 1973

MENTAL HEALTH ATTITUDES - JOB #02303

DATE_____INTERVIEWER'S INITIALS_____INTERVIEWER NUMBER ___ ___ ___ ___ ___
5 6 7 8 9

TIME STARTED:_____ TIME COMPLETED:_____

RESPONDENT'S PHONE NUMBER_____ 10 - 11 - 12 - 13 - 14 -

GOOD MORNING/AFTERNOON/EVENING. THIS IS (insert own name) OF TRENDEX MARKETING RESEARCH CALLING. (Consider your quota and ask to speak with male/female adult head of this household. When respondent comes to phone, or if already on phone, continue. If an adult is not available, arrange for a callback.) WE ARE CONDUCTING A SURVEY TO LEARN WHAT PEOPLE THINK ABOUT CERTAIN HEALTH PROBLEMS IN OUR COMMUNITY. WE NEED THE BENEFIT OF YOUR OWN OPINIONS ON THIS SUBJECT AND WOULD LIKE TO TAKE JUST A FEW MINUTES OF YOUR TIME TO ASK YOU SOME QUESTIONS. EVERYTHING YOU SAY, OF COURSE, IS IN STRICT CONFIDENCE.

Adult Respondent is: Male 15 -1
Female -2

1. SOME PEOPLE FEEL THAT ONE OF THE BIGGEST PROBLEMS IN OUR COMMUNITY RELATES TO MENTAL HEALTH. DO YOU AGREE OR DISAGREE?

Agree 16 -1
Disagree -2

2. CAN YOU NAME ANY AGENCIES OR ORGANIZATIONS IN THIS COMMUNITY WHICH DEAL SPECIFICALLY WITH MENTAL HEALTH PROBLEMS? (Probe:) ANY OTHERS? (Record all names mentioned.)

Continue with Q. 2A ← Yes 17 -1
Skip to Q. 3 ← No -2

_____ 18 -
_____ 19 -
_____
_____
_____

2A. WHICH ONE OF THESE DO YOU THINK IS BEST KNOWN TO OUR COMMUNITY? (Note to interviewer: only one of those mentioned above; if respondent answers "don't know", record first mentioned in Q. 2).

_____ 20 -

2B. HOW DID YOU HEAR ABOUT (the one named in Q. 2A)? (Probe)

_____ 21 -
_____ 22 -
_____ 23 -
_____

2C. WOULD YOU SAY THAT (the one named in Q. 2A) IS DOING A GOOD JOB? Yes 24 -1
No -2

2D. WHY DO YOU SAY THAT? (Probe)

_____ 25 -
_____ 26 -
_____ 27 -
_____
_____

Continue on Page 2

3. DO YOU FEEL THAT MORE SHOULD BE DONE IN OUR COMMUNITY FOR PEOPLE WITH MENTAL OR EMOTIONAL TROUBLES?

Ask Q. 3A ← Yes 28 -1
Skip to Q. 4 ← No -2

3A. WHAT MORE DO YOU THINK SHOULD BE DONE? (Probe)_____ 29 -

_____ 30 -

_____ 31 -

_____

_____

3B. IN WHAT WAYS DO YOU FEEL THIS SHOULD BE SUPPORTED? (Probe)_____ 32 -

_____ 33 -

_____ 34 -

_____

_____

4. I AM GOING TO READ SOME STATEMENTS WHICH YOU HAVE PROBABLY HEARD SOME PEOPLE SAY ABOUT MENTAL HEALTH. TELL ME IF YOU MAINLY AGREE OR DISAGREE WITH EACH ONE BY ANSWERING "AGREE" OR "DISAGREE". (Interviewer: Circle number corresponding to each response in grid below.)

		Agree	Disagree	DK/NA/Ref
a)	WHEN SOMEONE YOU LOVE TREATS YOU IN THE RIGHT WAY, IT IS PROBABLY BECAUSE YOU HAVE TOLD THEM HOW YOU WANT TO BE TREATED.	35 -1	-2	-3
b)	USE OF ALCOHOL IS SOMETIMES THE BEST WAY TO SOLVE A TOUGH PROBLEM.	-4	-5	-6
c)	WHEN A YOUNG TEENAGER DOESN'T UNDERSTAND A DIRTY JOKE, IT MEANS HE/SHE SHOULD GET INFORMATION ABOUT SEX.	-7	-8	-9
d)	WHEN A WOMAN IS CONSTANTLY NAGGING, IT MEANS SHE IS NOT BEING LISTENED TO.	-0	-x	-y
e)	WHEN A FAMILY HAS A MENTALLY RETARDED CHILD, IT IS USUALLY BECAUSE ONE OF THE PARENTS HAS DONE SOMETHING WRONG.	36 -1	-2	-3
f)	A WOMAN'S ROLE IS SO WELL DEFINED BY AGE 35, THAT HER TRYING TO CHANGE IT WOULD CREATE TOO MANY PROBLEMS.	-4	-5	-6
g)	SEPARATING A MENTALLY RETARDED PERSON FROM THE OUTSIDE WORLD IS BEST FOR ALL CONCERNED.	-7	-8	-9
h)	USE OF TRANQUILIZERS IS SOMETIMES THE BEST WAY TO SOLVE A TOUGH PROBLEM.	-0	-x	-y
i)	IF TASKS AT WORK, HOME, OR SCHOOL BECOME TOO ROUTINE AND ALSO BECOME A DRAG, YOU WILL FEEL BETTER IN THE LONG RUN BY DOING OTHER THINGS INSTEAD.	37 -1	-2	-3
j)	A MAJOR REASON FOR CONTINUING UNHAPPINESS IN A PERSON IS HIS/HER DISSATISFACTION WITH ROUTINE TASKS SUCH AS WORK, SCHOOL OR HOME.	-4	-5	-6
k)	THERE REALLY ISN'T MUCH THAT CAN BE DONE FOR A MENTALLY RETARDED PERSON.	-7	-8	-9
l)	THE BEST THING TO DO FOR A MENTALLY RETARDED CHILD IS TO TRY TO KEEP HIM HAPPY.	-0	-x	-y
m)	A PERSON CLOSE TO YOU SHOULD KNOW WHAT'S BOTHERING YOU WITHOUT HAVING TO TELL HIM.	38 -1	-2	-3
n)	WHEN A PERSON FREQUENTLY USES ALCOHOL OR TRANQUILIZERS, IT USUALLY MEANS HE DOESN'T KNOW HOW TO DEAL WITH PROBLEMS HE IS HAVING.	-4	-5	-6
o)	YOUNG PEOPLE TODAY SEE AND HEAR SO MUCH ABOUT SEX THAT THEY KNOW ENOUGH TO HANDLE THEIR OWN SEX DRIVES AND FEELINGS.	-7	-8	-9
p)	THE BEST WAY TO DEAL WITH A NAGGING WOMAN IS TO IGNORE HER.	-0	-x	-y
q)	WHEN A WOMAN PAST 35 IS DEPRESSED, GETTING INTO A WIDER VARIETY OF THINGS IS NOT GOING TO HELP MUCH.	39 -1	-2	-3

Continue on Page 3

5. DO YOU RECALL SEEING OR HEARING ANY OF THE "ALTERNATIVES" COMMERCIALS ON TELEVISION OR RADIO IN RECENT WEEKS?

(Ask Q.5A) ← Yes 47 -1
(Skip to Q.5H) ← No -2
DK/NA -y

5A. DID YOU SEE OR HEAR THEM ON RADIO, OR TV, OR BOTH?

(Skip to Q.5E & continue) ← Radio only 48 -1
(Ask Q.5B & C & D & then skip to Q.5H) ← TV only -2
(Ask Q.5B thru H & continue) ← Radio & TV -3

5B. WHICH TV COMMERCIAL FIRST COMES TO MIND? (Probe for specifics to identify commercial)

49-
_____ 50-

5C. WHAT DO YOU FEEL IS THE MESSAGE OF THAT COMMERCIAL? (Probe)

_____ 51-

5D. DO YOU RECALL ANY OF THE OTHER "ALTERNATIVES" TV COMMERCIALS? (Record all mentions)

_____ 52-

_____ 53-

_____

_____

5E. WHICH RADIO COMMERCIAL FIRST COMES TO MIND? (Probe for specifics to identify commercial)

54-
_____ 55-

5F. WHAT DO YOU FEEL IS THE MESSAGE OF THAT COMMERCIAL? (Probe)

_____ 56-

_____

_____

_____

5G. DO YOU RECALL ANY OF THE OTHER "ALTERNATIVES" RADIO COMMERCIALS?(Record all mentions)

_____ 57-

_____ 58-

_____

_____

5H. DO YOU RECALL SEEING ANY OF THE "ALTERNATIVES" BILLBOARD SIGNS?

Yes 59 -1
No -2
DK/NA -y

(Continue on Page 4)

Note to interviewer: If "Region 8" mentioned in Q. 2A, skip to Q. 8. If "Region 8" mentioned in Q. 2, 5A or 6, skip to Q. 7A and continue. Otherwise, ask Q. 7 and continue as directed.

7. HAVE YOU EVER HEARD OF "REGION 8"? Ask Q. 7A ← Yes 55 -1
Skip to Q. 8 ← No -2

7A. HOW DID YOU HEAR ABOUT "REGION 8"? (Probe)_____ 56 -

_____ 57 -

_____ 58 -

_____

_____

7B. WHAT DO YOU THINK "REGION 8" DOES? (Probe)_____ 59 -

_____ 60 -

_____ 61 -

_____

_____

7C. WOULD YOU SAY THAT "REGION 8" IS DOING A GOOD JOB? Yes 62 -1
No -2
Don't Know -y

7D. WHY DO YOU SAY THAT? (Probe)_____ 63 -

_____ 64 -

_____ 65 -

_____

_____

This area is to be used only if you are conducting a second interview within the same household with a "young adult".		Male	66 -1
		Female	-2
	Age:	13 years	-3
		14 years	-4
Interviewer: Circle number corresponding to sex of young adult respondent, ask his/her age, record, and terminate.		15 years	-5
		16 years	-6
		17 years	-7
		18 years	-8
		19 years	-9
		NA/Ref	-y

Note to interviewer: Q. 8 thru Q. 14 are to be asked only of male or female adults.

8. WHAT IS THE TOTAL NUMBER OF MEN, WOMEN AND CHILDREN IN YOUR HOUSEHOLD?
Record number_____ 67 -

9. INTO WHICH OF THE FOLLOWING AGE BRACKETS DO YOU FALL? (Read off) UNDER 20 68 -1
20 - 24 -2
25 - 34 -3
35 - 44 -4
45 - 54 -5
55 OR OVER -6
(Do not read off) NA/Ref -y

Continue with Page 5

NOTE TO INTERVIEWER: If "River Region" or "Region 8" recorded in Q.2A, skip to Q.9.
If "River Region" or "Region 8" mention in Q.2 but not recorded in Q.2A, skip to Q.8A. If "River Region" or "Region 8" not recorded in either Q.2 or Q.2A, ask Q.8 and continue, as directed.

8. HAVE YOU EVER HEARD OF "RIVER REGION" OR "REGION 8"? (If "Yes", probe:)WHICH ONE?

(See note below) ←	River Region	15 -1
	Region 8	-2
	Both	-3
(Skip to Q.9) ←	Neither Known	-4

NOTE TO INTERVIEWER: If "River Region" answer in Q.8 or both "River Region" and "Region 8" answer in Q.8, identify as "River Region" in Q.8A, B & C. If "Region 8" only answer in Q.8, identify as "Region 8" in Q.8A, B & C.

8A. HOW DID YOU HEAR ABOUT "RIVER REGION" / "REGION 8"? (Probe)

_____ 16-

_____ 17-

_____ 18-

8B. WHAT DO YOU THINK "RIVER REGION" / "REGION 8" DOES? (Probe)

_____ 19-

_____ 20-

_____

8C. WOULD YOU SAY THAT "RIVER REGION" / "REGION 8" IS DOING A GOOD JOB?

Yes	21 -1
No	-2
Don't Know	-y

8D. WHY DO YOU SAY THAT? (Probe)_____ 22-

_____ 23-

_____ 24-

_____

NOW, FOR CLASSIFICATION PURPOSES ONLY.....

9. WHAT IS THE TOTAL NUMBER OF MEN, WOMEN AND CHILDREN IN YOUR HOUSEHOLD?

(Record number)_____ 25-

10. INTO WHICH OF THE FOLLOWING AGE BRACKETS DO YOU FALL? (Read off)

UNDER 20	26 -1
20 - 24	-2
25 - 34	-3
35 - 44	-4
45 - 54	-5
55 OR OVER	-6
(Do not read off)-NA/Ref	-y

(Continue on Page 6)

11. HOW MUCH EDUCATION HAVE YOU COMPLETED? (Read off)

SOME GRADE SCHOOL	27	-1
FINISHED GRADE SCHOOL		-2
SOME HIGH SCHOOL		-3
FINISHED HIGH SCHOOL		-4
POST HIGH/TRADE/BUSINESS		-5
SOME COLLEGE		-6
FINISHED COLLEGE		-7
POST GRADUATE		-8
(Do not read off)-NA/Ref		-y

12. INTO WHICH OF THE FOLLOWING NINE INCOME GROUPS DOES YOUR FAMILY INCOME FALL? (Read off)

UNDER $3,000	28	-1
$3,000 UP TO $5,000		-2
$5,000 UP TO $7,500		-3
$7,500 UP TO $10,000		-4
$10,000 UP TO $12,000		-5
$12,000 UP TO $15,000		-6
$15,000 UP TO $20,000		-7
$20,000 UP TO $25,000		-8
$25,000 OR OVER		-9
(Do not read off)--NA/Ref		-y

13. WHICH OF THE FOLLOWING BEST DESCRIBES YOU? (Read off)

MEXICAN-AMERICAN	29	-1
BLACK		-2
ORIENTAL		-3
PUERTO RICAN		-4
WHITE		-5
(Do not read off)-Other		-0
(Do not read off)---NA/Ref.		-y

14. DO YOU CONSIDER YOURSELF TO BE A PROTESTANT, CATHOLIC, JEW, OR SOME OTHER FAITH, OR ARE YOU NOT A MEMBER OF ANY RELIGIOUS GROUP?

Protestant	30	-1
Catholic		-2
Jewish		-3
Not a member of any religious group		-4
Refused		-y

Other(specify, if possible)_____

15. HOW MANY CHILDREN, IF ANY, DO YOU HAVE BETWEEN THE AGES OF 13 AND 19 YEARS?

(Terminate) ←	None	31	-1
(Continue with statement below) ←	Only One		-2
	Two or More		-3

WE ARE INCLUDING YOUNG ADULTS BETWEEN THE AGES OF 13 AND 19 IN THIS STUDY. MAY I SPEAK WITH (THE/THE ELDEST OF THE) YOUNG ADULT(S) NOW AVAILABLE TO ASK SOME OF THE QUESTIONS WE HAVE JUST ASKED YOU? (If eldest not available, ask to speak with other young adult 13-19.)

(When young adult comes to phone, switch to a new questionnaire, repeat introductory phrase, and continue with Question 1.)	Yes	32	-1
(If young adult not available, arrange with parent for callback) ←	Not Available		-2
(Terminate) ←	No/Refused		-y

IF YOU HAVE INTERVIEWED BOTH AN ADULT AND "YOUNG ADULT" WITHIN THE SAME HOUSEHOLD, BE SURE TO ATTACH BOTH QUESTIONNAIRES TOGETHER!

33-
34-
35-
36-
37-
38-

47

/End Card II 79 -2/
Wave IV 80 -4

SUPPORTIVE PUBLIC INFORMATION—EDUCATION EFFORTS

Of the major budgetary components of ALTERNATIVES—public relations, communications, and evaluation—public relations had the least priority. Project directors envisioned public information-education efforts as a backup to the public service announcements. In the interest of attaining the project goals of educating the community about mental health issues and increasing public awareness of services, project developers planned to use other channels of communication. The 30- and 60-second television and radio spots and the newspaper display advertisements could convey only limited information. It was hoped that supplementary information about mental health and mental retardation and about River Region services could be delivered through other public relations activities. Because of staff shortages as the project developed, most of the original public information plans were not carried out.

As presented to the Board of Directors in October 1972, the public relations program projected an all-media news conference and a series of individual background briefings to publicize ALTERNATIVES along with additional press conferences during the campaign period to disseminate news about program changes or evaluation results and to report human interest stories related to River Region Services. Also planned were stories and articles about mental health topics tailored for publications of Louisville-area companies, associations, and trade organizations which would be written by River Region employees or free-lance reporters. Other print-oriented public information efforts concerned placement of mental health-mental retardation question-and-answer columns in high school and college newspapers and in the major Louisville daily newspaper, and regular columns or feature stories in area weekly newspapers.

Another outlet of the planned program was the local radio and TV public service and entertainment shows. River Region wanted to create a fresh approach to focus interest on mental health topics on these shows, avoiding the stereotyped panel discussion or interview format. An hour-long TV show every 3 months in response to curiosity raised by the communications spots and as an opportunity to examine publicly critical mental health issues in greater detail was also proposed.

Finally, the public information plans called for establishment of an ALTERNATIVES speakers' bureau from which speakers could be assigned to address business, professional, luncheon, civic, and women's club meetings. A slide show to be produced for River Region would be utilized by the speakers during their presentations.

As the ALTERNATIVES project evolved, some of these planned activities materialized. The all-media news conference took the form of a luncheon to orient media representatives to the ALTERNATIVES campaign and to request public service space and time. A few individual media background briefings were conducted at the start of the project and a few more later when preliminary evaluation of data became possible.

River Region staff members appeared on radio and TV shows to explain ALTERNATIVES and to publicize information about River Region's services. One such program was a popular 3-hour call-in radio talk show during which the project director and the psychologist who directed the Crisis and Information Center answered questions from the radio audience.

Staff members also spoke before many community gatherings about the project, and as the year progressed, they found the audiences to be nearly as knowledgeable about the radio and TV spots as they were. At a "Human Awareness Week" sponsored by a local college and open to the general public, River Region staff members used the TV spots to kick off discussion about issues relating to human growth.

A 10-minute slide-sound show was written and produced by River Region. Presenting River Region in a way that made the agency readily approachable and emphasizing that help was available, the show used some of the stills from ALTERNATIVES messages, briefly explaining the project and other community education activities as well.

This slide-sound show and a film of ALTERNATIVES television spots were used at the 1973 Kentucky State Fair. The River Region exhibit linked the spots, with which people attending the fair may have become

familiar to River Region Services. The exhibit was manned over a 10-day period by 60 River Region employees.

From the beginning, the public information effort was contingent upon how ALTERNATIVES developed. The plan presented to the River Region Board of Directors in October 1972 was a suggested guide rather than a blueprint for the public relations component. At that time it was pointed out that the public relations effort would require a high degree of flexibility and a capacity to react to changing needs and attitudes.

An example of the flexibility that was needed concerned the production of posters, not itemized in the original public relations plan. The names "ALTERNATIVES" and "**River Region Services**" were new; the theme "Helping You Build A Life You Can Live With" was new. These elements were not explained in the ALTERNATIVES public service announcements, which were designed to deliver purely educational messages. To lessen public confusion about the new terminology, River Region and the advertising agency designed posters that would hold flyers describing the new program and its sponsor which passers-by could take. Like ALTERNATIVES billboards, the posters depicted faces of people from all walks of life. Staff members at River Region's 16 service centers placed the posters in area barber and beauty shops, grocery stores, shopping centers, schools, churches, and other public places.

As ALTERNATIVES unfolded, River Region found there was not enough manpower to carry out the full public relations plan. However, many of the original public relations components were deemed unessential to the success of ALTERNATIVES. Had a need developed for further public relations efforts, the sacrificed elements would have been given higher staff-time priority. ALTERNATIVES' public relations component was flexible enough to meet project needs, and these needs turned out to be fewer than anticipated.

Newspaper Ads

Just liking someone doesn't make you a mind reader.

"You don't have to make excuses, Bob. I know exactly what the problem is...you just take me for granted lately, that's all."

"Carol, what's wrong, what do you want from me?"

"If you have to ask, then something really is wrong."

The wrong words, or the lack of words, separate people. How often do you let your feelings get in the way of what you're trying to say?

ALTERNATIVES
Helping you build a life you can live with.
589-4470
River Region Services

"A ten-year-old kid coulda seen that wasn't right."

Next time you're trying to get a message through to someone, take another look at the way you're doing it. You might be fixing it so they just can't hear you.

Look. See yourself as others see you. You might make some changes.

ALTERNATIVES
Helping you build a life you can live with.

For some guys there is no dad.

Life in a one-parent family can be tough. But a tough situation calls for positive action. It means working together a little more. And sharing the things that make a family...a family. It's happening every day.

ALTERNATIVES
Helping you build a life you can live with.

Worrying too much about what other people might think could make life a pretty dull game.

Sure, it's important what others think. But when you get so uptight about what others may think or say, and totally ignore what you feel, then you're not being fair to yourself.

And that's not the way to play the game.

ALTERNATIVES
Helping you build a life you can live with.

"It's just dirty. I won't discuss it!"

Ignoring sex difficulties won't make them go away. Fears, doubts and thinking sex is "dirty" doesn't help either. But getting straight about it by talking about sex problems can make life a lot more livable.

Or do you still deal with sex like it's an old-fashioned four-letter word?

ALTERNATIVES
Helping you build a life you can live with.

Ain't none of that gonna hurt him.

Yep. You see him all the time. Mister Cool. Thinks he can do most anything: drink too much, drive too fast, boost some goods, pop some pills and none of that's gonna hurt him.

Because he doesn't care.

Somebody oughta say to that dude, "Man, if you really don't care, okay. But there's a price."

ALTERNATIVES
Helping you build a life you can live with.

What do you do when the merry-go-round stops being merry?

What do you do when you're what they call "middle-aged," and you've covered the same ground so many times it's not funny? Where's the challenge?

Actually, it's still there, waiting for you. Look around.

Take a chance and try something.

You *can* get off the merry-go-round.

ALTERNATIVES
Helping you build a life you can live with.

Should a strong man show feeling?

If you think a man shouldn't show grief, or pain or tears, then you believe a man shouldn't be human.

A *real* man deals with his feelings in an honest way. That's a strength... not a weakness.

ALTERNATIVES
Helping you build a life you can live with.

If this is your life, cut it out.

You know how it can be: get up, go to work, come home. Eat, watch T.V., do the cooking, do the laundry.

Same old thing all the time. It's like being on a treadmill.

If this is your life, change is possible.

If you will change.

George and Harriet are having an argument. But it goes deeper than that.

Harriet's trying to communicate and George isn't listening. He only hears words. He isn't aware of the feelings and actions that go with them. Sometimes they say more than words. And they say different things. So you need to be aware of both.

If George were aware, he'd understand that Harriet's nagging, isn't nagging. She's really saying, "I need you George, don't send me away."

It's so simple to stop and think – "What am I saying with my words, my actions, my feelings? And what are other people saying with theirs?"

ALTERNATIVES
Helping you build a life you can live with.
589-4313
River Region Services

Nobody said your decisions would be easy.

Important things never are.

Whether it's a career, or marriage, or simply continuing your education, there are important decisions for you to make. All the time.

But if you let your confusion hold you back, you'll be a long time learning what's what.

It could be that the hard road is the easiest after all.

Make a decision. Try something.

ALTERNATIVES
Helping you build a life you can live with.
1-800-292-5560
Call toll free. River Region Services
Affiliated with KDMH

When you're young, how do you learn about sex?

The story was funny to the rest of the guys, but you really didn't get it. They're a couple of years older, but you thought you knew about sex.

Now you're beginning to wonder. Could there be more to it than you realized? That might explain those feelings you've had lately. In a way, it's scary. And, the truth is, it really needn't be.

Your drives, your feelings – are perfectly normal. Sex is not a dirty word. And we don't live in the dark ages. It deserves to be talked about openly. Frankly. And now.

Ask someone you trust to fill you in.

ALTERNATIVES
Helping you build a life you can live with.
589-4470
River Region Services

Sure, kids can drive you up a wall.

That's why being an effective parent can require a change of pace. A chance to be by yourself. A chance for love to renew itself.

Perhaps the answer is a nearby day care center... and a little time out for you. It could be worth trying.

ALTERNATIVES
Helping you build a life you can live with.
1-800-292-5560
Call toll free. River Region Services
Affiliated with KDMH

How many pills does it take to bring back love?

"These arguments leave me a nervous wreck, fighting over every little thing. Where are my pills."

Anyone who tells you that taking pills isn't a solution to a problem is a fool. But anyone who tells you they're the best solution is a bigger fool.

"So they didn't give me a raise! Who needs that two-bit company? What I need is a drink."

Anyone who tells you that drinking isn't a solution to a problem is a fool. But anyone who tells you it's the best solution is a bigger fool.

How many drinks does it take to get a raise? How many pills does it take to bring back love?

ALTERNATIVES
Helping you build a life you can live with.
589-4313
River Region Services

A mentally retarded child needs more than love.

He needs a chance.

If you have a mentally retarded child, he needs all the love you can give. But he needs more.

He needs a chance to become an individual.

With hard work and careful guidance, a mentally retarded child can grow. He can learn to be independent, to find the strengths and knowledge that can help him enjoy the dignity of being an individual in society. Hundreds are doing it each day. Give him the chance to be all he can be.

It'll also make you all you can be.

ALTERNATIVES
Helping you build a life you can live with.

Cindy has a secret.

She keeps it pretty well, too. She's popular at school even though she never asks the crowd over to her house.

Cindy has a mentally retarded brother. That's her secret.

And her brother is coming along just fine. A lot of people are helping him do things for himself, and he's growing, learning.

We'd like Cindy to grow more, too, to stop putting on an act.

If we could reach Cindy, we'd say "Come on, there's nothing to be ashamed of. Open your door. Have fun."

Her real friends would tell her the same thing. **ALTERNATIVES**
Helping you build a life you can live with.

Radio Spot Scripts

"COMMUNICATIONS GAP"

Theme: Communications
Audience: Youth
Resolution: Unresolved

Medium: Radio
Length: 30 seconds

BOY: Ever ask your girl friend what's bugging her and get an answer like . . . "you know." Or "never mind." Or they don't say anything at all. They expect you to be a mindreader or something. Like how can you communicate with somebody like that?

ANNCR: The wrong words . . . or the lack of any words at all . . . separate people. Do you let your feelings get in the way of what you're trying to say?
(SLIGHT PAUSE)

TAG ANNCR: An idea from River Region Services. Helping you build a life you can live with . . . through ALTERNATIVES. 589-4470.

"PILLS AND BOOZE"

Theme: Unmet Needs
Audience: Adult
Resolution: Unresolved

Medium: Radio
Length: 30 seconds

MAN'S VOICE: So they didn't give me a raise! Who needs that two-bit company? What I need is a drink.

WOMAN'S VOICE: These arguments leave me a nervous wreck . . . where are my pills?

ANNCR: Anyone who tells you that drinking or taking pills isn't a solution to problems is a fool. But anyone who tells you that either is the best solution is a bigger fool. How many drinks does it take to get a raise? How many pills does it take to bring back love?
(SLIGHT PAUSE)

TAG ANNCR: An idea from River Region Services. Helping you build a life you can live with . . . through ALTERNATIVES. 589-4313.

"QUESTIONS ABOUT SEX"

Theme: Unmet Needs
Audience: Youth
Resolution: Resolved

Medium: Radio
Length: 30 seconds

SFX: *NATURAL SOUNDS AND BOY'S TALK/ LAUGHTER UNDER.*

ANNCR: The story was funny to the rest of the guys . . . but you didn't get it. You're eleven . . . and they're a couple of years older. You thought you knew about sex. Could there be more to it? That might explain those feelings you've had lately. It's scary. And it really needn't be. Your drives . . . your feelings . . . are perfectly normal. Sex is not a dirty word. Get someone you trust to fill you in.

TAG ANNCR: An idea from River Region Services. Helping you build a life you can live with . . . through ALTERNATIVES. 589-4470.

"GEORGE AND HARRIET"

Theme: Communications
Audience: General
Resolution: Resolved

Medium: Radio
Length: 30 seconds

SHE: George, I think we're in a rut. We don't do anything. We don't go anywhere. Sometimes I think you just want me to go away . . .

HE: Goodbye.

ANNCR: George, don't you recognize a plea for help? She's trying to communicate and you're not listening. Don't just hear the words. Listen to the feelings and actions that go with them. She's saying she needs you . . . and now you've sent her away.

HE: How could I be so stupid?
(PAUSE) Harriet . . . I want to talk to you.

ANNCR: An idea from River Region Services. Helping you build a life you can live with . . . through ALTERNATIVES. 589-4313.

"MERRY-GO-ROUND"

Theme: Alienation/Depression
Audience: Adult
Resolution: Resolved

Medium: Radio
Length: 60 seconds

ANNCR (FEMALE): *CAROUSEL MUSIC UNDER:*
I'm what you might call middle-aged. And I'm bored. I feel like I've seen it all before, done it all before. It's like a merry-go-round, and it's not fun anymore.
SFX BOTTLE HITTING GLASS, LIQUID POURING
Drink alone? Yeah, a little. Pills? Sometimes. But you know, this isn't really me. It's almost as if I've been locked up inside somebody I don't like anymore. I want out. But I wonder if it might not be too late for me.

ANNCR (FEMALE): Have you ever really tried something daring, like scuba diving, or becoming a police-woman, or something really wild, like learning to fly a plane? Seriously, what have you been daydreaming about? There are a lot of things you can do. It could be anything. Take a chance, try something.

PHONE RINGING: Marge, I've been doing some thinking. Why don't we go over to . . .

TAG ANNCR: An idea from River Region Services. Helping you build a life you can live with . . . through ALTERNATIVES. 589-4313.

"SAME OLD THING"

Theme: Alienation/Depression
Audience: General
Resolution: Unresolved

Medium: Radio
Length: 30 seconds

BLACK MAN: Get up. Go to work. Come home. Eat, watch TV. Same old thing all the time. That's living?

WOMAN: It's like being on a treadmill. Do the cooking, do the laundry, do this ... . do that . . .

TEEN MALE: Exams and classes. The whole thing's a drag, that's all.

TAG ANNCR: If this is your life, change is possible if you will change. An idea from River Region Services. Helping you build a life you can live with . . . through ALTERNATIVES. 589-4313.

"I DON'T CARE"

Theme: Unmet Needs
Audience: Youth
Resolution: Unresolved

Medium: Radio
Length: 30 seconds

"I DON'T CARE" MUSIC UNDER:

ANNCR (BLACK MALE): Humph. Look at that dude. Kicking down the alley, all laid back . . . ain't nothing gonna get him.

Yeah. He thinks he can do most anything!

Drink too much, drive too fast, boost some goods, pop some pills, and none of that's gonna hurt him. I'd say to that dude. Man, if you really don't care, okay.

TAG ANNCR: *MUSIC ENDS ABRUPTLY*

An idea from River Region Services. Helping you build a life you can live with . . . through ALTERNATIVES. 589-4470.

"FOREMAN"

Theme: Communications
Audience: Adult
Resolution: Resolved

Medium: Radio
Length: 30 seconds

FACTORY SFX UNDER:

MALE VOICE (ANGRY): Listen to me, Smith, anybody coulda seen that you were screwing it up. A ten-year-old kid coulda seen that. Can't you do anything right?

ANNCR (MALE): *FADE VOICE UNDER:* Next time you're trying hard to get a message through, take another look at the way you're approaching it. You might be fixing it so they just can't hear you. Look. See yourself as others see you. You might make some changes.

ORIG. VOICE: Smith, let me show you something.

TAG ANNCR: An idea from River Region Services. Helping you build a life you can live with . . . through ALTERNATIVES. 589-4313.

"WHAT OTHERS THINK"

Theme: Unmet Needs
Audience: General
Resolution: Resolved

Medium: Radio
Length: 30 seconds

BLACK GIRL: I would but . . .

BLACK WOMAN: . . . what's she going to think?

WHITE BOY: I'd like to but . . .

WHITE MAN: . . . he'd think I'm stupid.

WHITE WOMAN: What would people say?

WHITE GIRL: What would she think?

ANNCR: What do they think? It's important, but when I get so uptight about what others think or say, and ignore what I really feel, that's not fair to me. That's not being myself. And that's not the way I'm going to play the game.

TAG ANNCR: An idea from River Region Services. Helping you build a life you can live with . . . through ALTERNATIVES. 589-4313.

"SENIOR CITIZEN"

Theme: Alienation/Depression
Audience: Adult
Resolution: Unresolved

Medium: Radio
Length: 30 seconds

ANNCR (OLDER MAN): Just lately, I've discovered that some people have my life worked out for me. They call it "senior citizen." I feel like I'm expected to just get out of the way.

ANNCR: You might feel that way, but you're wrong, because the truth is you've got more talent, more good ideas, and more experience than a lot of people. And you and a lot of people could be helped if you shared your knowledge and experience. You're not going to give up now, are you?

TAG ANNCR: An idea from River Region Services. Helping you build a life you can live with . . . through ALTERNATIVES. 589-4313.

"DECISIONS"

Theme: Alienation/Depression
Audience: Youth
Resolution: Resolved

Medium: Radio
Length: 30 seconds

TEENAGE BLACK GIRL: I just can't decide what's the right thing for me to do.

ANNCR: Marriage, college, a career . . . nobody said your decisions would be easy. Important things never are. But if you let your confusion hold you back now, you'll be a long time learning what's what. Life is full of tough decisions. The sooner you start tackling them, the better you'll feel.

TEENAGE BLACK GIRL: Hey Mom, I've decided what I'm gonna try . . .

TAG ANNCR: An idea from River Region Services. Helping you build a life you can live with . . . through ALTERNATIVES. 589-4470.

"FAMILY"

Theme: Communications
Audience: General
Resolution: Unresolved

Medium: Radio
Length: 30 seconds

ARGUMENT SFX:

WIFE S VOICE: Sometimes, when our family gets together and tries to talk to each other, we wind up in a big argument.

TEENAGE SON S VOICE: And other times, we're so afraid of arguing that we don't talk at all.

ANNCR: Either way, it's hard to get your real feelings across, and hear what the other person is really trying to say. But if we stop trying, we stop being a family. Do you know what the

	people in your family are feeling?
TAG ANNCR:	An idea from River Region Services. Helping you build a life you can live with . . . through ALTERNATIVES. 589-4313.

"HONEST, PLAIN TALK"

Theme: Communications
Audience: Adult
Resolution: Unresolved

Medium: Radio
Length: 30 seconds

MAN'S VOICE:	Take it from me, Ernie, you don't know how lucky you are, why . . . hey, wait a minute, Ernie. All right, he just walked away. Nobody listens to me anymore. Maybe it's my breath.
ANNCR:	Maybe it's the way you talk to people. If you're honest and genuine, more people might listen. It's called honest, plain talk, not bull. Ever tried it?
TAG ANNCR:	An idea from River Region Services. Helping you build a life you can live with . . . through ALTERNATIVES. 589-4313.

"LIFE'S A DRAG"

Theme: Alienation/Depression
Audience: Youth
Resolution: Unresolved

Medium: Radio
Length: 30 seconds

YOUNG WOMAN'S VOICE:	Just plain living is a heavy trip, and that makes everything a drag.
YOUNG MAN'S VOICE:	Where do you go from here? Nothing's worth it anymore.
NARRATOR:	So what's the use? You just give up. But is that better than getting into things? Better than looking for something that could make you happy? Or are you waiting for life to happen to you?
TAG ANNCR:	An idea from River Region Services. Helping you build a life you can live with . . . through ALTERNATIVES. 589-4470.

"SEX PROBLEMS"

Theme: Unmet Needs
Audience: Adult
Resolution: Unresolved

Medium: Radio
Length: 30 seconds

VOICE:	I guess I'm what you call "over-sexed." But I'm not gonna talk about *that*.

VOICE: I guess I shouldn't feel the way I do.
VOICE: It's just dirty. I won't discuss it!
ANNCR: Three people with one thing in common. Ignoring sexual problems. But let's face it, ignoring difficulties with sex won't make them go away. But getting straight about them by talking about the problems of sex can make life a lot more livable. Or . . . do you still deal with sex like it's an old-fashioned, four-letter word?
TAG ANNCR: An idea from River Region Services. Helping you build a life you can live with . . . through ALTERNATIVES. 589-4313.

"MASCULINITY MYTH"

Theme: Communications
Audience: Youth
Resolution: Resolved

Medium: Radio
Length: 30 seconds

LOCAL ANNCR: A man doesn't show grief.
A man doesn't show pain.
A man doesn't cry.
Is that your idea of what a man should be?
Well, if that's true . . . and if being masculine means not being human . . . then there's something wrong with masculinity. Or with *your* idea of masculinity. A *real* man deals with his feelings in an honest way. And that's a strength . . . not a weakness.
An idea from River Region Services. Helping you build a life you can live with . . . through ALTERNATIVES. 589-4470.

"KIDS"

Theme: Unmet Needs
Audience: Adult
Resolution: Resolved

Medium: Radio
Length: 30 seconds

ANNCR: Even when they're just playing, kids can drive you up the wall . . . can't they? Of course, you want to keep an even hand . . . so what you might need is a change of pace . . . to have a chance to be by yourself . . . even for just a couple of hours. A chance to let love renew itself. Perhaps the answer is a nearby day care center . . . and a little time out for you. It could be worth trying.
TAG ANNCR: An idea from River Region Services. Helping you build a life you can live with . . . through ALTERNATIVES. 589-4313.

"ONE-PARENT FAMILY"

Theme: Alienation/Depression
Audience: General
Resolution: Resolved

Medium: Radio
Length: 30 seconds

ANNCR: No matter what his age, a guy wants time with his dad now and then. But for some guys there is no dad. Let's face it, life in a one-parent family can be tough. And a tough situation calls for positive action. It means working together a little more . . . a little harder. And sharing the things that make a family . . . a family. It's happening every day.

TAG ANNCR: An idea from River Region Services. Helping you build a life you can live with . . . through ALTERNATIVES. 589-4313.

"NEW BABY"

Mental Retardation Announcement
Medium: Radio
Length: 30 seconds

NATURAL SOUNDS UNDER:

ANNCR: A new baby. When he's normal, it's one of life's greatest moments. But mental retardation can strike any family. The unexpected is still a fact of life. But another fact is that when you have the problem of a mentally retarded child you know there's help . . . from people with your same problems . . . and from dedicated professionals. Help and hope. That's a beginning. Not an ending.
(SLIGHT PAUSE)

TAG ANNCR: An idea from River Region Services. Helping you build a life you can live with . . . through ALTERNATIVES. 589-4313.

"LITTLE BOY"

Mental Retardation Announcement
Medium: Radio
Length: 30 seconds

NATURAL SOUNDS UNDER (LITTLE BOY LAUGHING):

ANNCR: He's your little boy. And he's mentally retarded. He needs all the love you can give. But he needs more
He needs a chance. With hard work and

careful guidance, a mentally retarded child can grow . . . can learn to be independent. Give him the chance to be all he can be. It will make you all you can be.
(SLIGHT PAUSE)

TAG ANNCR: An idea from River Region Services. Helping you build a life you can live with . . . through ALTERNATIVES. 589-4313.

"CINDY"

Mental Retardation Announcement
Medium: Radio
Length: 30 seconds

ANNCR: Cindy has a secret. She's popular at school even though she never has the girls over. Cindy has a mentally retarded brother. That's her secret. And her brother actually is coming along fine and he's growing, learning. We'd like Cindy to grow more, too.
If we could reach Cindy, we'd say, "come on, there's nothing to be ashamed of."

TAG ANNCR: An idea from River Region Services. Helping you build a life you can live with . . . through ALTERNATIVES. 589-4470.

Television Spot Scripts

"COMMUNICATIONS GAP"

Theme: Communications
Audience: Youth
Resolution: Unresolved

Medium: Television
Length: 60 seconds

Teenage communication problems are dealt with in this dramatization of a dating scene. The spot points out the danger of expecting someone to know what the other person needs without being told. The audience is asked whether they, too, let their feelings get in the way of what they are trying to say.

WIDE-SHOT OF OLDER MODEL CAR, SOUPED-UP. CAMERA PANS TO FOLLOW CAR DOWN STREET. CAR COMES TO SUDDEN STOP IN FRONT OF SUBURBAN HOME. CUT TO:	*NATURAL SOUNDS UNDER:* *ANNCR (VO):* You are about to witness a communications gap.
INSIDE CAR. TWO TEENAGERS. BOY, DRIVING, IS SULLEN. GIRL IS VERY VOCAL, ANGRY. SHE LOOKS AT HIM BRIEFLY, THEN STRAIGHT OUT CAR WINDOW. BOY PONDERING, RUBS STEERING WHEEL WITH HANDS, NERVOUSLY. GIRL OPENING DOOR TO GET OUT OF CAR.	*GIRL (LIP SYNC):* You don't have to make excuses with me, Bob . . . I know exactly what it is . . . the problem is you're just taking me for granted lately, that's all. Karen, what's the matter . . . what do you want from me? If you have to ask . . . then there really is something wrong . . .
EXTERIOR SHOT. BOY STARTS CAR, BURNS RUBBER, PULLS INTO STREET AND FREEZE FRAME. SUPER: ALTERNATIVES. 589-4470. SLOGAN & RIVER REGION SERVICES.	*DOOR SLAM.* *ANNCR (VO):* The wrong words separate people. How often do you let your feelings get in the way of what you're trying to say?

"PILLS AND BOOZE"

Theme: Unmet Needs
Audience: Adult
Resolution: Unresolved

Medium: Television
Length: 30 seconds

This message agrees that while alcohol and drugs may be used to solve problems, they do not offer a real solution. In fact, alcohol and pills generally fail to solve the basic cause of the pain or difficulty; they are often used as an avoidance mechanism. As the narrator asks, "Will alcohol win a raise, will pills bring back love?" The spot aims at mobilizing people to deal with their real problems.

TABLETOP PHOTOGRAPHY. CAMERA MOVEMENT ON BOTTLES & JIGGERS OF BOOZE. DISSOLVE TO SAME MONTAGE AS ABOVE, BUT THIS TIME WITH PILLS, UPPERS, DOWNERS, ETC. MONTAGE OF BOTH PILLS & BOOZE	*MAN'S VOICE OVER:* So they didn't give me a raise! Who needs that two-bit company? What I need is a drink. *WOMAN'S VOICE OVER:* These arguments leave me a nervous wreck . . . fighting over every little thing. Where are my pills? ANNCR (VO): Anyone who tells you that

drinking or taking pills isn't a solution to problems is a fool. But anyone who tells you that either is the best solution is a bigger fool. How many drinks does it take to get a raise? How many pills does it take to bring back love?

END WITH PAN TO SINGLE CAPSULE & JIGGER & FREEZE & SUPER: ALTERNATIVES & PHONE NO. & SLOGAN & RIVER REGION SERVICES.

"QUESTIONS ABOUT SEX"

Theme: Unmet Needs
Audience: Youth
Resolution: Resolved

Medium: Television
Length: 30 seconds

This spot was designed for young people who are beginning to experience sexual feelings and accompanying anxiety. The spot conveys the message that they have no reason to be ashamed, that their feelings are natural and normal. The importance of communication about sex is emphasized. The spot urges young listeners to seek answers to their questions about sex from people they trust. It does not specifically say, "Talk to your parents," or "Talk to your school counselor," because this is not always possible for young people. The topic for "Questions About Sex" was chosen because many telephone calls to the youth hot-line reflect sexual problems.

WIDE-SHOT. FIVE OR SIX BOYS IN THEIR EARLY TEENS, BUT ONE BOY IS COUPLE OF YEARS YOUNGER THAN THE OTHERS, SAY 11 OR 12. THEY ARE OUTSIDE, NEAR SCHOOL ATHLETIC FIELD OR SCHOOL PARKING LOT AFTER HAVING FINISHED A GAME OF TOUCH FOOTBALL. THEY ARE IN BULL SESSION TALKING & LAUGHING. SOME ARE SPRAWLED OUT ON THE GROUND, OTHERS ARE STANDING. ONE OF THE OLDER BOYS MOTIONS FOR EVERYONE TO COME CLOSER AS HE'S ABOUT TO TELL A DIRTY JOKE. BURST OF LAUGHTER FOLLOWS FROM ALL THE BOYS EXCEPT THE PRE-TEEN.

CUT TO ECU YOUNGER BOY'S FACE. HIS LAUGHTER IS FORCED. HE DOESN'T FULLY UNDERSTAND WHAT HE'S HEARD.

THE BOYS SPLIT UP, & WE FOLLOW THE YOUNGER BOY HOME. ALONE WITH HIS THOUGHTS, THERE IS CONFUSION & WORRY WRITTEN ON HIS FACE. HE KICKS STONES, LOOKS UP AT TREE, ETC., WHILE WE FOLLOW HIM, WITH MUCH HAND-HELD CAMERA & ECU'S OF HIS FACE.

NATURAL SOUNDS AND BOY'S TALK/ LAUGHTER UNDER:
ANNCR (VO): (NOTE: ANNCR. COPY BEGINS AT POINT WHERE YOUNGER BOY IS CONFUSED BY WHAT HE'S JUST HEARD) It was funny to the rest of the guys . . . but you didn't get it. You thought you knew about sex. Could there be more to it? That might explain those feelings you've had. It's scary, but it needn't be. Your drives . . . your feelings . . . are perfectly normal. Sex is *not* a dirty word. It deserves to be talked about openly . . . frankly . . . and now.

BOY WALKS UP STEPS TO HOME AS OLDER BROTHER (MID-20'S) IS COMING DOWN STEPS. BOY STOPS BROTHER. THEY BEGIN TO TALK. THEN, AS THEY BOTH TURN TO GO BACK IN HOUSE TOGETHER—FREEZE.
SUPER: ALTERNATIVES. PHONE.
HELPING YOU BUILD A LIFE YOU CAN LIVE WITH.

Get someone you trust to fill you in.

"GEORGE AND HARRIET"

Theme: Communications
Audience: General
Resolution: Resolved

Medium: Television
Length: 30 seconds

The spot shows problems in interpersonal communication between a husband and wife that could apply to other relationships as well. Here, the message is that communicating goes beyond talking. One should pay attention to a person's actions and be alert to feelings communicated nonverbally.

ANIMATION:
TWO THURBER CHARACTERS. SHE'S WALKING SLIGHTLY BEHIND HIM AND NAGGING IN A VERY SHRILL VOICE. HE'S WALKING ALONG WITH HIS HANDS IN HIS POCKETS AND HIS HEAD DOWN TRYING TO SHUT HER OUT. THERE'S A SMALL BLACK CLOUD OF GLOOM OVER HIS HEAD.
CLOUD DISAPPEARS AS HE TURNS AND SMILES. SHE WALKS AWAY CRYING. BIG PUDDLES FORM FROM THE TEARS.

SHE: George, I think we're in a rut. We don't do anything. We don't go anywhere. Sometimes I think you don't love me anymore . . . you just want me to go away . . .

HE: Goodbye.

ANNCR (VO): George, don't you recognize a plea for help? She's trying to communicate and you're not listening. And don't just hear the words. Listen to the feelings and actions that go with them. She's saying she needs you . . . and now you've sent her away.
HE (TO CAMERA): How could I be so stupid? *(TURNS TO HARRIET)* Harriet . . . I want to talk to you.

HE OPENS HIS ARMS TO HER. SHE TURNS AROUND. THE PUDDLES DRY UP. THEY RUN TO EACH OTHER AND WALK OFF TALKING EXCITEDLY.
DISSOLVE TO
ALTERNATIVES 589-4313. HELPING YOU BUILD A LIFE YOU CAN LIVE WITH. RIVER REGION SERVICES.

SUPER: ALTERNATIVES. PHONE. HELPING YOU BUILD A LIFE YOU CAN LIVE WITH.

"MERRY-GO-ROUND"

Theme: Alienation/Depression
Audience: Adult
Resolution: Resolved

Medium: Television
Length: 60 seconds

The spot depicts a depressed middle-aged housewife unhappy with her daily routine of dishes, laundry, and children. How do women "get off the merry-go-round?" The announcer speaks encouragingly to her of learning new skills and getting involved in new activities as a means of feeling better about herself.

45 YEAR OLD HOUSEWIFE ON CAROUSEL. SHE IS LONE RIDER ON MERRY-GO-ROUND. AS SHE SITS ON PAINTED HORSE & BRASS BAR THRU HORSE MOVES HER UP & DOWN. IT IS A BORING MONOTONOUS RIDE: CIRCLING & GOING NOWHERE. MONTAGE OF ECU'S OF HER FACE, WITH MEDIUM SHOTS & WIDER SHOTS OF HER ON HORSE, MIXED WITH FLASH BACK CUTS OF INAPPROPRIATE BEHAVIOR. DRINKING ALONE IN KITCHEN, UNKEMPT APPEARANCE, TAKING PILLS.	*MUSIC: VERY LOW CAROUSEL MUSIC UNDER.*
CUT TO SUBJECTIVE CAMERA. THRU HER EYES, WE SEE BLUR OF PASSING OBJECTS, THEN SWISH-PAN BLUR ENDS ON STILL SHOT OF SAME WOMAN RUNNING FOR PUBLIC OFFICE.	*ANNCR (VO):* What do you do when the merry-go-round stops being merry? What do you do when you're what they call . . . "middle-aged" . . . and you've covered the same ground so many times it's not funny? Where's the challenge? Actually, it's still there . . . waiting for you. Look around. Take a chance and try something.
SAME SWISH-PAN EFFECT. THIS TIME ENDING ON STILL OF WOMAN SCUBA DIVING.	
SAME SWISH-PAN EFFECT. THIS TIME ENDING ON STILL SHOT OF SAME WOMAN IN POLICEWOMAN SITUATION.	
SAME SWISH-PAN EFFECT. THIS TIME ENDING ON STILL OF WOMAN FLYING OWN PLANE.	
BACK TO OBJECTIVE CAMERA. WOMAN ON MERRY-GO-ROUND AGAIN. REACHES IN PURSE FOR COMPACT. CHECKS APPEARANCE.	
SHE GETS OFF CAROUSEL.	
EMPTY CAROUSEL. MCU OF HORSE WITHOUT RIDER GOING UP & DOWN & AROUND. SUDDENLY, FREEZE-FRAME HORSE.	
SUPER: ALTERNATIVES PHONE NO. & SIG. HOLD.	You *can* get off the merry-go-round.

"SAME OLD THING"

Theme: Alienation/Depression
Audience: General
Resolution: Unresolved

Medium: Television
Length: 30 seconds

Depression and boring routines are again the issue, but this time the viewpoint of the student and male adult as well as the housewife. The message implies that if a person is dissatisfied with doing the same thing day after day, it is up to him to change; he can add new interests to his life and change his attitudes about his daily activities. Change is possible for those willing to change, the narrator says.

TABLE-TOP PHOTOGRAPHY: CU BLACK MAN'S HANDS. HE HAS STACK OF BROWN PAPER & IS CUTTING OUT PAPER DOLLS.	*BLACK MALE VOICE (OVER-CANDID):* Get up . . . go to work . . . come home . . . eat, watch TV. Same old thing all the time. That's living?
UNFOLDS PAPER DOLLS. STRING OF MALE FIGURES ALL THE SAME. CUT TO CU WOMAN'S HANDS WITH SCISSORS CUTTING OUT PAPER DOLLS FROM STACK OF PINK PAPER. CUT TO CU TEENAGER'S HANDS. HE CUTS DOLLS FROM STACK OF BLUE PAPER. CUT TO ECU SCISSORS CUTTING WHITE PAPER. NO HANDS VISIBLE. PAPER UNFOLDS. EACH PAPER DOLL IS DIFFERENT, NOT JUST FIGURES STRUNG TOGETHER BY HANDS, BUT OUTLINES OF PEOPLE DOING A VARIETY OF THINGS. DIFFERENT COLORS. FREEZE. SUPER: ALTERNATIVES PHONE NO. & SIG.	*WOMAN'S VOICE:* It's like being on a treadmill. Do the cooking . . . do the laundry . . . do this, do that. *TEEN MALE VOICE:* Exams and classes. The whole thing's a drag . . . that's all. *ANNCR (VO):* If this is your life, cut it out. The alternatives are yours.

"I DON'T CARE"

Theme: Unmet Needs
Audience: Youth
Resolution: Unresolved

Medium: Television
Length: 60 seconds

This spot points out to youth that risk-taking behavior such as shoplifting, drinking and driving, or taking drugs is the responsibility of the individual. Young people may rationalize such risk-taking behavior by saying they don't care about the consequences even when their survival may be threatened, but the message encourages young listeners to consider the consequences before making a choice.

CAMERA FOLLOWING 16 OR 17 YEAR OLD BLACK BOY (COCKY—SUPER COOL) DOWN ALLEY IN URBAN ENVIRONMENT. FLASH CUTS OF STILLS INTERRUPT WALKING SEQUENCE IN SYNC WITH MUSIC TRACK. STILLS ARE BLACK & WHITE: SAME BOY AT WHEEL OF CAR DRINKING & DRIVING. BOY	*MUSIC: HIGHLY FILTERED, MEGAPHONE VOCAL OF "I DON'T CARE" (PUBLIC DOMAIN) CAMP. 1920'S SOUND*

SMOKING GRASS IN HIGH SCHOOL REST-ROOM. BOY SHOPLIFTING. BOY TAKING PILLS (DOWNERS). (W/WHITE BOYS IN AT LEAST 2 STILLS).

CAMERA LETS BOY WALK PAST, RATHER THAN TO CONTINUE FOLLOWING HIM FROM FRONT. SHOT FROM REAR AS BOY WALKS AWAY. HE STOPS. TURNS SLIGHTLY.

CUT TO ECU BOY'S FACE. FREEZE FRAME. SUPER: ALTERNATIVES PHONE NO. & SIG. HOLD

FADE MUSIC FOR ANNCR (VO): Are you playing the I don't care game?

If you *really don't* care, okay.
CUT MUSIC ABRUPTLY.

"I DON'T CARE"

I Don't Care . . . I Don't Care . . .
what they think of me.
I do it my own way . . . and don't care what they say . . .
I'm jolly and care free.
I Don't Care . . . I Don't Care . . .
if people do not try to treat me fair . . .
I'll try to out live it, I'll try to forgive it . . . cause
I Don't Care.
I Don't Care . . . I Don't Care . . .
If I get the mean and stoney stare.
If I'm never successful it won't be distressful . . .
'cause I Don't Care.

"FOREMAN"

Theme: Communications
Audience: Adult
Resolution: Resolved

Medium: Television
Length: 30 seconds

In this spot, a boss loses his temper and yells at a worker. The problem is eased when the foreman analyzes his own behavior and makes some changes in the way he talks to his employee. The message is that people can improve their efforts to communicate with others if they try to see themselves as others see them, and make appropriate changes. Members of the audience may recognize themselves in the spot and see what they look like when they lose control of their tempers.

MEDIUM SHOT OF FOREMAN WITH ASSEMBLY LINE WORKER IN PLANT. FOREMAN IS LOSING CONTROL, REALLY CHEWING OUT WORKER. LOTS OF EMOTION, GESTURING WITH HANDS. WORKER HAS RESIGNED, BLANK EXPRESSION. HE'S TURNED OFF BY THIS EXPLOSION FROM HIS BOSS.

PULL BACK TO WIDER SHOT TO REVEAL FILM CAMERAMAN IN SCENE SHOOTING ENTIRE ARGUMENT. WORKER & FOREMAN

VIOLENT ARGUMENT (BOSS' VOICE) UNDER, LOW LEVEL:

ANNCR (VO): Sometimes when we're trying hardest to get through to somebody . . . we're really turning them off. It might help to take a closer look at the way we're communicating.

ARE OBLIVIOUS TO HIS PRESENCE AS HE MOVES AROUND FOR DIFFERENT CAMERA ANGLES.

CUT TO BEAM OF LIGHT COMING FROM PROJECTION ROOM WINDOW.
ECU FOREMAN'S FACE AS LIGHT FROM SCREEN FLICKERS ON HIS FACE. HE REACTS TO HIMSELF ON SCREEN WITH SLIGHT GRIMACE.

SFX: SAME ARGUMENT BEING PLAYED OVER PROJECTION SPEAKER – KEEP UNDER AS BG.

ANNCR (VO): In fact . . . if we could see ourselves as others see us . . . we might make a lot of changes.

BACK TO ORIGINAL SCENE. FOREMAN & WORKER ARE TALKING CALMLY. WORKER'S EXPRESSION IS NOW ONE OF UNDERSTANDING. FREEZE FRAME ON GESTURE.
SUPER: ALTERNATIVES SIG & PHONE NO.

"WHAT OTHERS THINK"

Theme: Unmet Needs
Audience: General
Resolution: Resolved

Medium: Television
Length: 30 seconds

The characters in this spot say their concern for what other people might think keeps them from doing or saying the things they would like to. The announcer states that while it is important to consider what others think, if people ignore what they really feel, then they are being unfair to themselves. People are encouraged to establish an honest relationship with themselves, paying attention to their own wishes.

CU BLACK GIRL'S FACE
BLACK GIRL (LIP SYNC): I would but . . .

CU BLACK WOMAN'S FACE
BLACK WOMAN (LIP SYNC): . . . what's she going to think?

CU WHITE BOY'S FACE
WHITE BOY (LIP SYNC): I'd like to but . . .

CU WHITE MAN'S FACE
WHITE MAN (LIP SYNC): . . . he'd think I'm stupid.

CU WHITE WOMAN'S FACE
WHITE WOMAN (LIP SYNC): What would people say?

CU WHITE GIRL'S FACE
WHITE GIRL (LIP SYNC): What would she think?

EXTREME WIDE SHOT ALL SIX PEOPLE ARE ON PAINTED SURFACE RESEMBLING A GIANT CHECKERBOARD (RED & BLACK SQUARES) & ARE POSITIONED ON INDIVIDUAL SQUARES NEXT TO EACH OTHER IN TWO'S AS ANNOUNCER TALKS. GROUPS TURN SLOWLY TO EACH OTHER AND WALK OFF IN 3'S, 2'S, 1. EMPTY CHECKERBOARD.
SUPER: ALTERNATIVES SIG & PHONE NO.

ANNCR (VO): Right. What would they think? It's important, but when we get so uptight about what others may think or say and ignore what we really feel . . . we're not being fair to ourselves.

And that's not the way the game's played.

"SENIOR CITIZEN"

Theme: Alienation/Depression
Audience: Adult
Resolution: Unresolved

Medium: Television
Length: 30 seconds

A supportive message for older persons who feel their usefulness and effectiveness is gone, the spot announcer notes that older people are still valuable to themselves and to others—they can get involved in new interests. Older people are asked whether they are going to give up and give in to what they may see as society's stereotyped expectations for them.

MONTAGE OF OLDER MAN WALKING THRU PARK.	*MAN (VO):* Just lately, I've discovered that some people have my life all worked out for me. It's called being a "senior citizen." I feel like it means I'm supposed to get out of the way. Not make any waves. I feel like I'm not as good as I used to be.
	ANNCR (VO): You might feel that way . . . but you're wrong, because the truth is—you've got more talent, more good ideas, and more experience than a lot of people. And a lot of people could be helped if you shared your knowledge and experience. You're not going to give up now, are you?
LOGO	*TAG ANNCR:* An idea from River Region Services. Helping you build a life you can live with.

"DECISIONS"

Theme: Alienation/Depression
Audience: Youth
Resolution: Resolved

Medium: Television
Length: 30 seconds

The spot speaks to young people troubled by the number of important decisions they need to make; often a youth is overwhelmed and immobilized by all the possible choices. Since nothing is accomplished when no decisions are made, the message suggests, the best course of action is to begin making decisions rather than procrastinate. Activity rather than inactivity is recommended by the narrator.

CAMERA DOES SLOW REVERSE DOLLY INTO TEENAGE BLACK GIRL'S BEDROOM, PANNING TO REVEAL CONTENTS.	*NATURAL SFX: HOUSE SOUNDS.*
DOLLY SHOT & PAN CONTINUE PAST GIRL ABOUT 17 YEARS OLD STANDING AT TABLE IN MIDDLE OF ROOM.	*NATURAL SFX: RADIO PLAYING MUSIC IN DISTANT BACKGROUND.*
GIRL IS LOOKING AT COLLEGE BROCHURES, MILITARY RECRUITING LITERATURE.	*NATURAL SFX: FAST CAR GOES BY OUTSIDE WINDOW.*
CLOSE SHOT OF GIRL'S FACE AS SHE ANGUISHES OVER PROBLEM. CUT TO: CLOSE SHOT OF CLOCK TICKING.	*ANNCR (VO):* Marriage, college, a career. Nobody said your decisions would be easy. Important things never are. But if you let your

	confusion hold you back now, you'll be a long time learning what's what. Life is full of decisions, and the sooner you start tackling them, the better.
MEDIUM SHOT OF GIRL AS SHE TEARS UP PAGE OF HER OWN NOTES.	Hey, Mama, I've decided what I'm gonna try
GIRL WALKS TOWARD OPEN DOOR OF ROOM, CALLING TO HER MOTHER.	
LOGO/SIG	*TAG ANNCR:* An idea from River Region Services. Helping you build a life you can live with.

"FAMILY"

Theme: Communications
Audience: General
Resolution: Unresolved

Medium: Television
Length: 30 seconds

Communication within a family is shown as the responsibility of both the parents and the children. The characters say that often when families try to communicate, everyone gets upset, arguments start, and no one talks at all. The audience is asked whether they know what the members in their family are thinking.

SLIDE SHOWING FAMILY OF FOUR (MALE & FEMALE TEENAGERS) ARGUING.	*VO):* Sometimes, when our family gets together and tries to talk to each other, we wind up in a big argument.
DISSOLVE TO:	*(TEENAGE VOICE):* And other times, we're so afraid of arguing that we don't talk at all.
SLIDE SHOWING FORCED SILENCE IN SAME TYPE OF SITUATION.	
DISSOLVE TO:	*(ANNCR):* Either way, it's hard to get your real feelings across, and hear what the other person is really trying to say. But if we stop trying, we stop being a family.
MORE SCENES OF ARGUMENTS, TENSION, ETC. BETWEEN FATHER & SON, MOTHER & DAUGHTER, ETC.	Do you know what the people in your family are feeling?
DISSOLVE TO:	
SLIDES SHOWING INDIVIDUAL MEMBERS OF FAMILY SHOWING FRUSTRATION, DEJECTION, ETC.	
DISSOLVE TO:	
LOGO/SIG.	*TAG ANNCR:* An idea from River Region Services. Helping you build a life you can live with.

"HONEST, PLAIN TALK"

Theme: Communications
Audience: Adult
Resolution: Unresolved

Medium: Television
Length: 30 seconds

The spot illustrates how a life-of-the-party character who always has something to say may unwittingly drive others away because he appears insincere. The spot encourages people to say what they really think rather than hide behind too much talking, overemphasis, or other communications defense mechanisms.

WHITE BILLIARD BALL ROLLS UP TO TWO RED BILLIARD BALLS. TWO REDS ROLL AWAY.	*(MAN'S VOICE – BRASH, LOUD)* Oh, you guys know me well enough. You know I'll . . .
WHITE BILLIARD BALL ROLLS UP TO THREE BLACK BILLIARD BALLS. BLACKS ROLL AWAY.	What problem? There's no problem. Let me tell you . . .
ECU FOLLOW OF LONE WHITE BILLIARD BALL ROLLING. CAMERA FIRST FRONT-FOLLOWING, THEN SIDE-FOLLOWING.	*(TALKING TO HIMSELF, QUIETLY)* Gee, nobody listens to me anymore. Maybe it's my breath.
BILLIARD BALL STOPS.	*ANNCR (VO):* Maybe it's the way you talk to people. If you're honest and genuine more people might listen. It's called honest, plain talk . . . not bull. Ever tried it?
ZOOM TO CLOSER ECU OF BALL.	Yeah, but what about my breath?
LOGO & PHONE NO.	*TAG ANNCR (VO):* An idea from River Region Services. Helping you build a life you can live with.
	BLANK AUDIO.

"LIFE'S A DRAG"

Theme: Alienation/Depression
Audience: Youth
Resolution: Unresolved

Medium: Television
Length: 30 seconds

The message conveyed is that often young people become depressed and inactive when they fail to find meaning in their lives, but meaning in life does not automatically come to a person—the individual must take responsibility for finding the meaning of his own life. Young people are encouraged to involve themselves in some activity rather than remain unhappy and passive.

MCU WALKING SHOT, CAMERA IN FRONT, HAND-HELD. COLLEGE-AGE GIRL, DEPRESSED EXPRESSION, WALKING SLOWLY AS PEOPLE IN BG AND ON EACH SIDE SEEM TO BE PASSING HER BY. SHE RUNS HAND THRU HAIR, LOOKS DOWN, THEN UP, IN DESPAIR.	*ANNCR (VO):* Just plain living is a heavy trip. And that makes everything a drag, doesn't it?
CUT TO SAME SHOT, THIS TIME WITH COLLEGE-AGE MALE. SAME DEPRESSED, BORED EXPRESSION, WALKING SLOWLY. HE TAKES A LONG DRAG OFF CIGARETTE.	Where do you go from here. Nothing's worth it anymore, is it?
BOY & GIRL BOTH REACH STREET CORNER, IN CROWD OF PEOPLE THEIR SAME AGE. GROUP IS WAITING FOR LIGHT TO CHANGE. BOY & GIRL BECOME LOST IN CROWD OF APPROX. 12 TO 14 PEOPLE.	So what's the use. You just give up.
WIDE SHOT, FROM ACROSS STREET, LOOKING AT GROUP WAITING TO CROSS.	But is that better than getting into things . . . better than looking for something that could make you happy?
WIDE SHOT, PEOPLE WALKING ACROSS STREET TOWARD & PAST CAMERA AS	Or are you waiting for life to happen to you?

CAMERA ZOOMS IN TO MCU SHOT OF BOY & GIRL, STILL STANDING ON CORNER. HOWEVER, CLOSER ZOOM NOW REVEALS THAT BOTH ARE NO LONGER HUMANS—BUT MANIKINS. SIG & PHONE NO.	*TAG ANNCR. (VO):* An idea from River Region Services. Helping you build a life you can live with.

"SEX PROBLEMS"

Theme: Unmet Needs
Audience: Adult
Resolution: Unresolved

Medium: Television
Length: 30 seconds

This message encourages people to discuss their anxieties about sex openly, rather than suppress their feelings, since sexual problems—like all other emotional problems—can and should be dealt with openly. Sex was chosen as a spot topic because Crisis and Information Center telephone call data from January through November of 1973 showed that a fourth of all calls received were related to sexual problems or the need for sex information.

"THE KISS" – 1890'S B&W FOOTAGE (STOP-FRAMED) BEGINNING, INCL. TITLE FRAME.	*MUSIC:*
QUICK-CUT TO: MIDDLE-AGE MAN, ECU FACE, LOCATION MAN-ON-THE-STREET CANDID-TYPE SHOT.	*MAN (LIP SYNC):* I guess I'm what you call "over-sexed." But I'm not gonna talk about that.
QUICK-CUT BACK TO: "THE KISS" – 1890'S CONTINUATION, STOP-FRAMED.	*MUSIC:*
QUICK-CUT TO: TEENAGE BOY, ECU FACE, CANDID	*BOY (LIP SYNC):* I guess I shouldn't feel the way I do.
QUICK-CUT BACK TO "THE KISS" – STOP-FRAMED.	*MUSIC:*
QUICK-CUT TO: OLDER WOMAN, ECU FACE, CANDID.	*WOMAN (LIP SYNC):* It's just dirty. I won't discuss it!
"THE KISS" – STOP. FRAMED – TO CONCLUSION.	*ANNCR (VO):* Ignoring sex won't make it go away. But getting straight about it and talking about the problems of sex can make life a lot more livable. Or do you still deal with sex like it's an old-fashioned four-letter word?
PHONE/SIG	*TAG ANNCR:* An idea from River Region Services. Helping you build a life you can live with.

"MASCULINITY MYTH"

Theme: Communications
Audience: Youth
Resolution: Resolved

Medium: Television
Length: 30 seconds

The spot tries to break down the stereotype that it is not masculine for a man to show emotions by crying or otherwise expressing his feelings. Men cannot communicate effectively with others if they cannot express their emotions appropriately. The message depicts it as a strength, not a weakness, for men to deal honestly with their feelings.

WIDE SHOT OF MAN POSING AS GREEK STATUE OF HEROIC FIGURE IN LIMBO. KEY-LIGHTED. SLOW DOLLY AROUND MAN IN LIMBO. SIDE TO FRONT VIEW SLOW ZOOM INTO MCU MAN.	*ANNCR (VO):* A man doesn't show grief. A man doesn't show pain. A man doesn't cry.
	If that's true . . . and if being masculine means not being human, then there's something wrong with masculinity.
CUT TO ECU MAN'S FACE. WE SEE SINGLE TEAR ROLL DOWN CHEEK.	A *real* man deals with his feelings in an honest way. And that's a strength . ... not a weakness.
DISS TO SIG & PHONE NO.	*TAG ANNCR (VO):* An idea from River Region Services. Helping you build a life you can live with.

"KIDS"

Theme: Unmet Needs
Audience: Adult
Resolution: Resolved

Medium: Television
Length: 30 seconds

The spot conveys the message that all parents sometimes want to get away from their children, even though some of them may think they should be with their children all the time, and feel guilty about wanting some time for themselves. The message concludes that it is not only all right but probably healthy for parents to be by themselves when the need arises, perhaps by recourse to the services of a day care center.

CU WOMAN'S FACE. HER HANDS COVER FACE IN ANGUISH. THEN SHE SHOUTS:	*SFX: SOUNDS OF KIDS SCREAMING, LAUGHING UNDER:*
	WOMAN (LIP SYNC): Can't you kids play somewhere else?
ZOOM BACK TO REVEAL WOMAN ON TOP OF MANTLE. PERCHED LIKE A BIRD – LITERALLY BEING DRIVEN UP THE WALL.	*ANNCR (VO):* Sometimes kids can really drive you up a wall. But being an effective parent can require a change of pace. A chance to be by yourself . . . even just for a couple of hours. A chance for love to renew itself.
DISS TO KIDS GETTING OUT OF CAR IN FRONT OF DAY CARE CENTER. AFTER LINE, FREEZE-FRAME ON HER FACE. DISS TO SIG & PHONE NO.	*MOTHER (LIP SYNC):* Remember now . . . I'll pick you up at four o'clock.
	TAG ANNCR (VO): An idea from River Region Services. Helping you build a life you can live with.

"ONE-PARENT FAMILY"

Theme: Alienation/Depression
Audience: General
Resolution: Resolved

Medium: Television
Length: 30 seconds

The spot offers encouragement to both children and parents in families where one parent is missing. The narrator notes that the members of a one-parent family have to do the same things that make any family, but they have to support each other, share life, and perhaps work a little harder together.

OBJECTIVE CAMERA. 12 YR. OLD BOY PLAYING CATCH. WE WATCH (MEDIUM SHOT) AS BOY CATCHES BALL IN GLOVE & TOSSES IT OUT AGAIN.	*ANNCR (VO):* Every guy wants to mess around with his dad.
BOY GIVES UP TOSSING BALL. WE CUT TO A WIDER SHOT SHOWING THAT HE WAS MERELY BOUNCING BALL OFF SIDE OF GARAGE. DEPRESSED, FUMBLES WITH BALL IN GLOVE.	But for some guys there is no dad.
MOTHER IN CAR, PULLING INTO DRIVE. SHE SEES DEPRESSED SON WHICH DEPRESSES HER.	Life in a one-parent family can be tough. But a tough situation calls for positive action.
MOTHER REACTS. GETS OUT OF CAR, CALLS TO BOY TO HELP HER WITH GROCERIES.	
BOY REACTS, GREETS MOM, HELPS UNLOAD GROCERIES FROM CAR, BOTH NOW INVOLVED WITH EACH OTHER, HELPING EACH OTHER. BOTH CARRYING SACKS OF GROCERIES TO BACK DOOR OF HOME. FREEZE-FRAME ON ECU OF HOLDING HANDS.	It means working together a little more . . . a little harder . . . and sharing the things that make a family . . . a family.
DISS TO SIG & PHONE NO.	An idea from River Region Services. Helping you build a life you can live with.

"NEW BABY"

Mental Retardation Announcement
Medium: Television
Length: 30- and 60-seconds

This spot dramatizes the shock some parents feel when they discover their baby is mentally retarded. The narrator points out that the situation is far from hopeless—many community services are available for mentally retarded children. Other parents with the same problem and qualified professionals can help the new parents meet the challenges of raising a mentally retarded child.

60-second spot:

NURSERY OR BEDROOM IN LOWER MIDDLE CLASS HOME. MOTHER IS PUTTING BABY IN CRIB. FATHER, AT THE DOOR, IS OUT OF FOCUS IN BG.	*NATURAL SOUNDS UNDER:* A new baby. When he's normal, it's one of life's greatest moments.
REVERSE FOCUS SO MOTHER IN FOREGROUND IS OUT OF FOCUS & FATHER IN BG COMES INTO FOCUS. ZOOM TO CU OF FATHER. FATHER HAS DESPONDENT EXPRESSION.	But mental retardation can strike any family.
FATHER TURNS TO WALK IN NEXT ROOM. CUT TO MOTHER, STILL BY CRIB, AS SHE TURNS HEAD TO WATCH HIM LEAVE. HER EXPRESSION CHANGES FROM JOY TO WORRY & CONCERN.	Modern medicine is making great strides . . . but the unexpected is still a fact of life.
DISSOLVE TO MONTAGE OF STILLS PHOTOMATION OF DOCTOR MEETING WITH PARENTS. CLASSROOM SCENES. RETARDED CHILDREN PLAYING, LEARNING. FAMILY SCENES.	Another fact is that when you have the problem of a mentally retarded child, it's not the end. It's the beginning. And life can be better than you think. Sure, the challenges are tough. But when a family works together to help a retarded child build a life for himself, there are bigger, deeper rewards for everybody.
BACK TO ORIGINAL SCENE. FATHER, BACK TO CAMERA, AT WINDOW, AS MOTHER, HOLDING BABY, APPROACHES. SENSITIVE SCENE AS PARENTS EXCHANGE GLANCES & DEPRESSION TURNS TO HOPE AS BOTH ARE CAUGHT UP BY, AND BROUGHT TOGETHER BY, BABY IN HER ARMS.	There's a lot of help, too, from people with your same problem and from dedicated professionals. Help and hope.
FREEZE FRAME & SUPER: HELPING YOU BUILD A LIFE YOU CAN LIVE WITH THROUGH ALTERNATIVES. 589-4313. HOLD :05.	That's a beginning. Not an ending.

30-second spot:

NURSERY OR BEDROOM IN LOWER MIDDLE CLASS HOME. MOTHER IS PUTTING BABY IN CRIB. FATHER AT DOOR, IS OUT OF FOCUS IN BG.	*NATURAL SOUNDS UNDER:* A new baby. When he's normal, it's one of life's greatest moments.
REVERSE FOCUS SO MOTHER IN FOREGROUND IS OUT OF FOCUS & FATHER IN BG. COMES INTO FOCUS. ZOOM TO CU OF FATHER. FATHER HAS DESPONDENT EXPRESSION CUT TO MOTHER AS SHE TURNS TO LOOK AT HIM.	But mental retardation can strike any family. The unexpected is still a fact of life. But another fact is that when you have the problem of a mentally retarded child, you know there's help . . . from people with your same problems . . . and from dedicated professionals.
HER EXPRESSION CHANGES FROM JOY TO CONCERN. SHE PICKS UP BABY FROM CRIB.	

DISSOLVE TO FATHER, BACK TO CAMERA, AT WINDOW, AS MOTHER, HOLDING BABY, APPROACHES. SENSITIVE SCENE AS PARENTS EXCHANGE GLANCES & DEPRESSION TURNS TO HOPE AS BOTH ARE CAUGHT UP BY, AND BROUGHT TOGETHER BY, BABY IN HER ARMS. FREEZE LAST FRAME & SUPER: ALTERNATIVES. HELPING YOU BUILD A LIFE YOU CAN LIVE WITH. 589-4313.

Help and hope.

That's a beginning. Not an ending.

"LITTLE BOY"

Mental Retardation Announcement
Medium: Television
Length: 30- and 60-seconds

This spot illustrates the problem frequently encountered when parents overprotect their mentally retarded child and do not make demands on him. Yet if such children are to mature to the extent possible, they need to be trained to develop adaptive skills and should be encouraged to interact with others.

60-second spot:

WIDE SHOT. MENTALLY RETARDED LITTLE BOY RUNNING IN PARK HOLDING A BALLOON. HE IS IN DISTANCE, RUNNING TO CAMERA. AS HE GETS IN FULL CAMERA RANGE & BEGINS TO TURN OR SPIN WITH BALLOON, WE STROBE OR START/STOP FREEZE ACTION (AS IN OPENING OF MARY TYLER MOORE SHOW). FINAL FREEZE.
DISSOLVE TO PHOTOMATION MONTAGE WHILE KEEPING ABOVE FREEZE VERY LIGHTLY SUPERIMPOSED STILL PHOTOS SHOW "WHAT CAN BE"—DAY CARE CENTER, CLASSROOM ACTIVITY, WORKSHOP, ADULT LIFE—ACCOMPLISHMENT & INDEPENDENCE. MIX OF MEDIUM SHOTS & CLOSEUPS.
BACK TO OPENING SHOT OF FREEZE SHOT OF BOY AS PHOTOMATION SEQUENCE DISSOLVES OUT. STOP & START FREEZE BEGINS & THEN RETURNS TO NORMAL ACTION AS BOY CONTINUES RUNNING. CAMERA PANS TO FOLLOW.
BOY RUNS INTO MOTHER'S ARMS. FREEZE FRAME & SUPER AREIAL IMAGE: HELPING YOU BUILD A LIFE YOU CAN LIVE WITH THROUGH ALTERNATIVES. 589-4313. HOLD :05.

MUSIC: SOLO INSTRUMENT, LIKE BASS OR GUITAR – CHORDS ONLY – UNDER:

ANNCR (VO): He's your little boy. And he's mentally retarded. He needs all the love you can give. But he needs more.
He needs a chance.

With hard work and careful guidance, a mentally retarded child can grow. He can learn to be independent . . . to find the strengths and knowledge that can help him enjoy the dignity of being an individual in society.
Hundreds are doing it each day.

Give him the chance to be all he can be.

It'll also make you all you can be.

30-second spot

WIDE SHOT. MENTALLY RETARDED LITTLE BOY RUNNING IN PARK HOLDING A BALLOON. HE IS IN DISTANCE, RUNNING TO CAMERA. AS HE GETS IN FULL CAMERA RANGE & BEGINS TO TURN OR SPIN WITH BALLOON, WE STROBE OR START/STOP FREEZE ACTION (AS IN OPENING OF MARY TYLER MOORE SHOW).	MUSIC: SOLO INSTRUMENT, LIKE BASS OR GUITAR—CHORDS ONLY—UNDER:
FINAL FREEZE.	*ANNCR VO):* He's your little boy. And he's mentally retarded. He needs all the love you can give. But he needs more.
STOP/START FREEZE ACTION BEGINS AGAIN & THEN RETURNS TO NORMAL ACTION AS BOY CONTINUES RUNNING. CAMERA PANS TO FOLLOW.	He needs a chance. With hard work and careful guidance, a mentally retarded child can grow . . . he can learn to be independent.
BOY RUNS INTO MOTHER'S ARMS. FREEZE-FRAME & SUPER AERIAL IMAGE: ALTERNATIVES. HELPING YOU BUILD A LIFE YOU CAN LIVE WITH. 589-4313. (LOGO) RIVER REGION SERVICES.	Give him a chance to be all he can be. It'll also make you all you can be.

"CINDY"

Mental Retardation Announcement
Medium: Television
Length: 30- and 60-seconds

This message deals with an often-neglected problem, the feelings a retarded child's brothers and sisters may have about their friends' knowledge and reaction to their sibling's condition. The announcer maintains that it is better to be honest with one's friends about the retarded child—true friends will understand, not ridicule.

60-second spot:

LAUGHING BUNCH OF GIRLS WALKING DOWN STREET. ONE WAVES GOODBYE, CUT TO A STREET. CAMERA FOLLOWS HER.	Cindy has a secret. She keeps it pretty well, too. She's popular at school even though she never has the girls over. Or boyfriends.
ENTERS HER HOUSE.	Cindy has a mentally retarded brother. That's her secret.
SHE GREETS BROTHER. PATS HIM ON BACK.	And her brother actually is coming along fine—a lot of people are helping him do things for himself, and he's growing, learning.
BROTHER & SISTER TOGETHER.	We'd like Cindy to grow more, too—to stop putting on an act.
SHE'S UP IN HER ROOM ALONE, KIND OF TOYING AROUND	If we could reach Cindy, we'd say "come on, there's nothing to be ashamed of—open your door, have fun." Her real friends would tell her the same thing.
CLOSE-UP FACE	
FREEZE FRAME & SUPER	81

ALTERNATIVES
589-4313.
HELPING YOU BUILD A LIFE YOU CAN LIVE WITH.

30-second spot:

LAUGHING BUNCH OF GIRLS WALKING DOWN STREET. ONE WAVES GOODBYE. CUT UP A STREET. CAMERA FOLLOWS

SHE GREETS BROTHER. PATS HIM ON BACK.
BROTHER & SISTER TOGETHER.

SHE'S UP IN HER ROOM ALONE. KIND OF TOYING AROUND.
CLOSEUP FACE

FREEZE FRAME & SUPER:

ALTERNATIVES 589-4313. HELPING YOU BUILD A LIFE YOU CAN LIVE WITH.

Cindy has a secret. She's popular at school even though she never has the girls over. Cindy has a mentally retarded brother. That's her secret.

And her brother actually is coming along fine . . . he's growing, learning. We'd like Cindy to grow, too.

If we could reach Cindy, we'd say "come on, there's nothing to be ashamed of." Her real friends would tell her the same thing.

Billboards and Posters

Helping you build a life you can live with.
ALTERNATIVES/589-4313

ALTERNATIVES' IMPACT ON THE RIVER REGION ORGANIZATION

The ALTERNATIVES project affected many administrative and service units of River Region Services. Operational and personnel patterns were modified as River Region prepared to implement the 60-week mass media education campaign and to handle possible increases in caseloads.

River Region Board of Directors

The Board of Directors was affected by ALTERNATIVES during the project's earliest stages. Several Board members spent time studying the feasibility of ALTERNATIVES and helping to plan the project.

One of the first tasks of ALTERNATIVES planners was to gain approval from the Board of Directors for the project. As a step toward Board approval, staff involved Board members in the project's developmental phases. For example, a Board member accompanied staff to Charlotte, North Carolina, to study a prototype mass media education program. Several Board members were present when three advertising agencies made their proposals for the ALTERNATIVES contract. The Board's Program Planning and Evaluation Committee was kept abreast of the preliminary research into other mass media mental health education projects. Finally, Board members helped solicit time and space commitments from the mass media.

The River Region Board of Directors, which is composed of volunteer lay citizens, had adopted the committee system for studying project proposals. Several committees considered and endorsed ALTERNATIVES prior to Board approval and budgeting. The Program Planning and Evaluation Committee, for example, weighed the project in terms of its viability, the needs of the population to be reached, and the potential for achievement of project goals. The Finance Committee measured the benefits as compared to project cost and compared its cost to other budget priorities. After thorough study, the committees recommended Board approval of ALTERNATIVES.

Several aspects of the proposed project appealed to Board members. While the primary goal of ALTERNATIVES was education, the project would bring River Region's name before the public and provide additional community exposure for the agency. Board members respected staff expertise and ability to carry out the project. The communication and evaluation consultants had excellent reputations. The completeness of the project plan also garnered the Board's support of ALTERNATIVES. After 4 months of work, the advertising agency, the evaluation consultant, and River Region staff had devised a project structure in which every aspect was described in detail and illustrated by sample scripts and storyboards of the filmed spots. It was clear how the three disciplines of communications, mental health, and evaluation would interface to coordinate the project. Since every project step was carefully defined, Board members felt confident about the chances for success.

By the time the project was submitted for a final vote, Board members were familiar with and enthusiastic about ALTERNATIVES. In October 1972, the Board of Directors approved program goals, format, and budget; the project could proceed from planning to implementation.

At the time of project approval, the Board set up a special committee of four Board members who volunteered to help project developers whenever the need arose. Members of this committee later helped solicit media participation in the project. The Board also stipulated that the Finance Committee and the Program Planning and Evaluation Committee would review the project monthly.

The Regional Office

Prior to the first broadcast of ALTERNATIVES public service announcements in March 1973, River Region's executives conducted orientation sessions for River Region employees and community agencies. Speaking at the sessions, project developers explained the rationale, objectives, timetables, and spot content of the program. Sample campaign materials were made available.

River Region anticipated quantitative and qualitative changes in client caseloads as a result of ALTERNATIVES. It was hoped that the orientation sessions would familiarize service center and regional office employees thoroughly with ALTERNATIVES and help

them anticipate any changes needed in order to deal with client referrals, telephone calls, or other requests for help prompted by project messages.

Because the ALTERNATIVES spots encourage the audience to deal with problems before they become overwhelming, it was expected that demands on community caregivers might increase. Since the Crisis and Information Center (CIC) telephone number was given with the spots, River Region wanted to be prepared for any changes in client caseloads as a result of ALTERNATIVES. For this reason, representatives from government, community agencies, and organizations affiliated with River Region were invited to the orientation sessions. It was assumed that agencies informed sufficiently far in advance of project implementation could make the staff or procedural changes necessary to accommodate any increase in caseloads that might occur.

The regional office also made an effort to orient private caregivers in River Region's seven-county service area to ALTERNATIVES. The medical director sent a letter to all private psychiatrists and psychologists practicing in the seven counties. He discussed ALTERNATIVES goals, briefly describing such project elements as theme and symbol and the evaluation component. He gave assurance that River Region recognized the important role these caregivers play as an alternative resource available to persons in need, mentioning that clients would be encouraged to use private care when appropriate. Project developers hoped the letter would encourage cooperation from these private mental health specialists, who might otherwise have viewed ALTERNATIVES as a means used by River Region to solicit clients and advertise its services.

In addition to hosting the orientation sessions, regional office personnel added a media liaison specialist to its staff. The new employee was charged with all media contacts, from the distribution of ALTERNATIVES broadcast spots and newspaper advertisements to the collection of the broadcast time information.

Consistent with the larger plan for supportive public information-education efforts, the media liaison specialist was assigned additional responsibilities in the education program of River Region unrelated to ALTERNATIVES. The situation was similar for all personnel working on the project—project director, his administrative assistant, the director of research, and clerical staff; no one spent more than a portion of his time working on the ALTERNATIVES project. Thus, at times, deadlines and priorities for other River Region activities made it difficult for regional office employees to handle ALTERNATIVES details promptly. Later it became apparent that had one or two staff members spent full time on ALTERNATIVES, broadcast time data could have been collected at more frequent and regular intervals, making it possible to detect quickly any lapses in broadcast coverage or any scheduling errors.

The regional office experienced other changes as a result of ALTERNATIVES. Audience response to the telephone attitude surveys used in evaluating ALTERNATIVES prompted creation of a new regional program, the "Sandwich Series." ALTERNATIVES evaluators had found that people interviewed over the telephone were interested in discussing mental health issues. To meet the public need expressed by these respondents, a series of informal discussions for public participation was scheduled weekly at the regional office.

Crisis and Information Center (CIC)

Probably the River Region unit most directly affected by ALTERNATIVES was the 24-hour Crisis and Information Center (CIC), since all project messages and billboards carried the CIC telephone number.

CIC had been established in 1971 to provide a 24-hour emergency counseling service for mental health, mental retardation, drug, and alcohol problems. In addition, 85 referral categories were utilized in meeting the specific emergencies created by the presenting problem, which included housing, finances, food, legal matters, health services, and transportation. The phone or walk-in service was confidential and free. CIC was funded by River Region with additional support from Metro United Way and the Louisville-Jefferson County Youth Commission.

CIC staff fluctuated between 24 and 30 full- and part-time employees supported by 15 to 18 volunteers. Teams of three or four people worked daily shifts to handle phone calls and walk-in clients. Most CIC counselors had a bachelor's degree in social science; team leaders had a master's degree and some experience in helping people as well.

While the number of telephone calls to CIC in 1971 averaged less than 1,000 a month, the monthly average of telephone calls as of April 1974 was a little over 3,000. Telephone counselors recorded each incoming call on a standard log sheet (example appears at end of section). Data recorded were: the time of the call; the caller's name, address, telephone number, Social Security number; age and sex; problem and type of service sought (information, counseling, or referral).

CIC staff were alerted in January 1973 to the CIC's role as the chief reception point for the public responses to ALTERNATIVES. To aid in the evaluation process, CIC counselors, at the beginning of the project, tried to note whether calls had been prompted by an ALTERNATIVES message. Staff members also indicated whether, in their judgment, a caller's problem was related to one of the ALTERNATIVES themes: inadequate communications, unmet emotional needs, or alienation/depression. It proved difficult to assess and record this information reliably and consistently, so it was not used in evaluating the first 20 weeks of project performance. Thereafter, CIC counselors stopped recording the additional information.

During the first few months of the project, before the first ALTERNATIVES spot was broadcast, CIC staff members participated in training to sharpen their counseling skills in those problem areas to be addressed by the ALTERNATIVES spots.

The training took several forms. Inservice training sessions were held at the CIC every week for some 8 weeks. All counselors, including the part-time staff and volunteers, were required to participate. Each session dealt with a different topic, such as adolescent counseling, death, alcohol, sex, depression, and unmet emotional needs. Sessions varied from 3 to 4 hours in the afternoons or at night. Professionals from the community and from River Region took part in the training, which utilized films, discussion groups, and handouts about the featured topic (example of alcohol training session schedule and handout appears at end of section).

As part of their training, CIC staff previewed each of the first ALTERNATIVES messages. The TV spot film was shown to CIC staff before it was broadcast. This preview gave counselors a chance to discuss the message, make plans for handling telephone calls dealing with problems similar to those illustrated in the public service announcements, and gather appropriate resources for referral.

By the middle of the project period, the special training sessions had ended, and the regular previewing of messages was discontinued. When completed public service announcements would arrive late at River Region due to filming or printing delays, there was no time to preview them with CIC staff members before broadcasting deadline. However, the media liaison specialist continued throughout the entire project period to provide the spot scripts, which were used by CIC staff in preparation for the telephone response.

At the beginning of ALTERNATIVES, CIC doubled its telephone lines from 10 to 20 in order to handle the projected increase in calls triggered by the ALTERNATIVES messages. In addition, two new toll-free Wats lines were added for residents of outlying sections of the seven-county River Region area. As a large increase in calls did not materialize, the additional lines were removed in January 1974, but the Wats lines were retained.

River Region Mental Health Centers

River Region's mental health centers also felt the impact of ALTERNATIVES. As a direct service link to the community, the 16 centers had to prepare their staff members to handle clients who contacted them as a result of seeing or hearing ALTERNATIVES spots. The method of training staff varied from center to center, but a general pattern prevailed. Staff discussions and handout materials were used to familiarize employees with ALTERNATIVES

philosophy, procedures, and possible impact on the community. At some centers, current messages and possible public responses to the messages were discussed periodically in general staff meetings. At other centers, each employee received the scripts of new spots along with the dates the spots were to be broadcast on radio or television.

To prepare the public for ALTERNATIVES, mental health center staff distributed posters and brochures to community agencies, shopping centers, schools, and churches.

Did the ALTERNATIVES campaign affect caseloads at River Region's mental health centers? Center employees were asked to try to ascertain which clients were prompted by ALTERNATIVES to contact the center. During the period from March 1973 to May 1974, of 9,999 referrals for the Region, 792, or about 8 percent, were prompted directly or indirectly by ALTERNATIVES.

CRISIS AND INFORMATION CENTER
Alcohol Workshop

Objectives

Some of the objectives of this training workshop were:

1. To gain some practical guidelines of determining if alcohol is a problem with the caller so that the staff can help him/her to begin accepting the problem of alcoholism.
2. To learn some basic symptoms of alcohol dependencies by discussion with experienced people in the field of alcohol counseling so that the staff can become more aware of the problem of alcoholism.
3. To look at personal concepts of alcoholism in order to prevent these preconceived ideas from impeding effective delivery of service.

INTRODUCTION TO ALCOHOL WORKSHOP

1. Alcoholic beverages are such a familiar part of our lifestyle that it is hard to realize that alcohol is a drug which is every bit as active physiologically as many of the so-called "drugs" that are usually ingested as pills. Its primary effects are in the central nervous system, although the whole body is affected.

   Alcohol is often thought of as a stimulant because it appears to make people more lively and uninhibited. Indeed, in very low concentrations, it does stimulate cellular activity in most organisms, from the simplest bacteria to the most complex mammals. And in moderate quantities, alcoholic beverages slightly increase the heart rate; slightly dilate blood vessels in arms, legs, and skin; moderately lower blood pressure; stimulate appetite; increase production of gastric secretion, and markedly stimulate urine output. But as with most other biologically active chemicals, the general physiological effects of alcohol depend on the amount of concentration in the specific cells, tissues, or organs affected. In higher concentrations it can depress function, seriously injure cells, or even kill them.

   Alcohol is technically considered to be a depressant, since it primarily depresses functions of the central nervous system. The reactions are related not necessarily to the amount of alcohol drunk, but to its concentration in the blood. Unlike most other foods, alcohol does not have to be digested slowly before reaching the blood stream. Instead, it is immediately absorbed into the blood, passing directly through the walls of the stomach and small intestine. The blood rapidly carries it to the brain. When blood-alcohol levels are low, their effect is usually mild sedation, relaxation, or tranquility. Slightly higher levels, at least in some people, may produce behavioral changes which seem to suggest stimulation of the brain: they become talkative, aggressive, and excessively active. However, these changes are thought to result from depressoin of the most highly developed brain centers which normally inhibit or restrain such behavior. At still higher levels, great depression of lower parts of the brain occurs, producing incoordination, confusion, disorientation, stupor, anesthesia, coma, or death.

2. Half of all homicides and one-fourth of all suicides are alcohol related—accounting for about 11,700 deaths yearly. (Godwin, Donald. "Alcohol in suicides and homicides." Unpublished Paper.) National Office of Vital Statistics. "Report on General Mortality: Deaths and Death Rates for Each Cause, by Color and Sex—United States," 1967. Washington, D.C.: U.S. Public Health Service.)

3. The cost to America's taxpayers for the arrest, trial, and maintenance in jails of intoxicated drivers has been estimated to be over $100 million a year.

   (Chafetz, Morris E., and Demone, Harold W., Jr. Programs to control alcoholism. In: Caplan, G., ed., *American Handbook of Psychiatry*, in press.)

4. Not only are drinking drivers the cause of accidents but drinking pedestrians also contribute to the toll.

5. Out of approximately 200 million people in the United States, 9 million are estimated to be problem drinkers.

6. In 1972 the CIC processed 29,625 client contacts. With the projected figures of Metridata on the "ALTERNATIVES" project, we can expect four to six times as many contacts in 1973.

These facts sketched here trace the outline of the task before us. There is much work to be done. The Nation is at last confronting alcoholism as a major public health problem and is developing new ways to prevent and treat it. The legal and social stage has been set for progress. Unlike Auden's "Children Afraid of the Night," we are increasingly more willing to face the problem of alcoholism openly, rationally, and humanely.

For each individual, many challenges remain. Regardless of progress in science, medicine, and the delivery of services, active, intelligent participation and support of private individuals within each community are essential to bring the available resources to those who need them. Perhaps a major challenge before each American citizen is to develop a mature lifestyle in which pleasurable activities, such as drinking, can be enjoyed yet not abused. Although in a sense Auden's "haunted wood" is still with us, we are beginning to find our way out.

Finding better ways to deal with people with drinking problems and their families in an emergency situation is what this workshop is all about.

ALCOHOLISM QUESTIONNAIRE

Below are a series of questions regarding your opinions on alcoholism and alcohol abuse. To the right are five columns. Please circle the number of the comment which best describes your opinion regarding each question.

QUESTION	Strongly agree	Agree	No opinion	Disagree	Strongly disagree
1. For the public's protection, all alcoholics should be arrested.	1	2	3	4	5
2. Alcoholism is a progressive illness.	1	2	3	4	5
3. Only some alcoholics are problem clients.	1	2	3	4	5
4. Alcoholism appears suddenly without warning.	1	2	3	4	5
5. Antabuse will not cure alcoholics.	1	2	3	4	5
6. It doesn't pay to give special services to alcoholics because they only misuse these services.	1	2	3	4	5
7. Just talking to an alcoholic, as in psychotherapy, is of little or no value.	1	2	3	4	5
8. If you give an alcoholic an inch, he will want to take a mile.	1	2	3	4	5
9. Some alcoholics should be treated differently from other alcoholics, depending on their illness.	1	2	3	4	5
10. You can always pick out an alcoholic from the rest of the clients.	1	2	3	4	5
11. Alcoholism should be considered a disease.	1	2	3	4	5
12. Most alcoholics are hopeless.	1	2	3	4	5
13. The "pre-alcoholic" personality is a personality developmental stage with alcoholics.	1	2	3	4	5
14. Many alcoholics are not motivated to change their behavior.	1	2	3	4	5
15. Alcoholism is a greater problem in urban than rural areas.	1	2	3	4	5
16. If alcoholics would use more willpower, they wouldn't be in need of service from the CIC.	1	2	3	4	5
17. One-third of all suicides are alcohol related.	1	2	3	4	5
18. Most often excessive drinking results in marital discord.	1	2	3	4	5
19. When the opportunity arises, I work with alcoholics instead of giving them to someone else.	1	2	3	4	5
20. Alcoholics are very depressed individuals.	1	2	3	4	5
21. There is no difference in smoking marihuana to relax and having a few drinks to relax.	1	2	3	4	5

ALCOHOLISM QUESTIONNAIRE—Continued

QUESTION	Strongly agree	Agree	No opinion	Disagree	Strongly disagree
22. Most alcoholics are not to be trusted	1	2	3	4	5
23. The CIC should not provide any special services to the alcoholic other than what is normally provided for all clients	1	2	3	4	5
24. Alcoholics are weak-willed individuals	1	2	3	4	5
25. The problem of alcoholism is usually inherited from one's parents or grandparents	1	2	3	4	5
26. Alcoholics are dangerous to other people	1	2	3	4	5
27. Most alcoholics are unemployed	1	2	3	4	5
28. The alcoholic's drinking usually affects only the alcoholic	1	2	3	4	5
29. Beverage alcohol may be classified as a stimulant	1	2	3	4	5
30. Alcoholics Anonymous is usually the most effective way in dealing with alcoholics	1	2	3	4	5

(Adapted from the *Region 8 Alcoholism Questionnaire* by Dr. Rosenbluh and Ray Weis, A.C.S.W.)

CATEGORIES TO BE USED IN DETERMINING REASON FOR CALLS

Crisis & Information Center

Aging

01—Medicare
02—Retirement
03—Special services

Alcohol

10—Information
11—Treatment-detox
12—Treatment-hospital
13—Treatment-residential
14—Special services

Child Services

20—Adoption
21—Alleged abuse
22—Child rearing
23—Day care/Nursery school
24—Evaluation
25—Foster care
26—Homemaker
27—Residential treatment
28—School

Community Services

30—Agency information
31—Animal care services
32—Clothing
33—Disaster services
34—Food
35—Housing
36—Household needs
37—Library services
38—Lodging—temporary
39—Municipal services
40—Neighborhood center aid
41—Police
42—Recreational/Leisure
43—Protective services
44—Transportation
45—Vital statistics
46—Volunteer services

Disabilities

50—MR—Child
51—MR—Adult
52—Self-help groups
53—Special services
54—MR—Info/Educ

Drugs

60—Information
61—Treatment—detox
62—Treatment—hospital
63—Treatment—residential
64—Special services

Employment

70—Disability benefits
71—Services
72—Social Security
73—Unemployment benefits
74—Vocational rehab

Financial Aid

80—Continuing
81—Education/Counseling
82—Emergency
83—Medical/Medicaid

Health Services

85—Abortion counseling
86—Clinics
87—Convalescent care
88—Dental needs
89—Emergency
90—Health information
91—Health appliances/Equipment
92—Home health services
93—Nursing services
94—Physical therapy/Rehab.
95—Pregnancy
96—VD
97—Hospitals

Legal

110—Aid to victims of crime
111—Courts/Corrections services
112—Discrimination—housing
113—Discrimination—job
114—Discrimination—other
115—Other services

Problems of Living

200—Child/Parent
210—Dating

220—Death
230—Family
240—Identity
250—Interpersonal
260—Marital
270—Sex
280—Suicide
290—Work
300—Reality distortion

General Information

500—Miscellaneous (specify)

MH/MR Information/Education

600—Miscellaneous (specify)

Source of Referral

A—Agency
B—Relative
C—Friend
D—Newspapers
E—Radio
F—TV
G—Billboards
H—Other PR
I—Previous contact

Factors for Alternatives Calls

A—Communications
B—Unmet needs
C—Alienation/Depression

EXPLANATION OF CATEGORIES

Aging

01 *Medicare*—Inquiries concerning medicare benefits (for medicaid, see #83).

02 *Retirement*—Inquiries about any form of retirement benefits or pensions. (For those under the Social Security Administration see #72.)

03 *Special services*—Groups or agencies which have programs/services for the older person, including group residential care (not nursing services) for aged persons; also including meals-on-wheels.

Alcohol

10 *Information*—Specific information about alcohol programs not covered in other categories. (For an individual problem see #14.)

11 *Treatment-detox*—Inquires about treatment for an individual who is intoxicated and needs detoxification before other services can be made available.

12 *Treatment-hospital*—Inquiries about treatment for an individual who is not intoxicated and requests hospitalization for his alcoholism; also included are MI warrants for alcoholics.

13 *Treatment-residential*—Inquiries concerning residential treatment facilities for the sober alcoholic, such as halfway houses.

14 *Special services*—Special services for the alcoholic and/or his family, such as AA, AlAnon, Alateen, which would not fit another category.

Child Services

20 *Adoption*—Inquiries about adopting or placing a child for adoption.

21 *Alleged abuse*—Protective services for individuals under the age of 18, including alleged child abuse and temporary lodging for minors.

22 *Alleged abuse*—Protective services for individuals under the age of 18, including alleged child abuse and temporary lodging for minors.

22 *Child rearing*—Requests by parents for help in rearing their children on such matters as discipline, punishment, rewards, etc., when the request would not fit another category.

23 *Day care/Nursery school*—Inquiries concerning less than 24-hour care for protection and/or education of children in their own home or in a family or group setting outside their home.

24 *Evaluation*—Inquiries concerning evaluating a child for behavioral difficulties; covers more serious behavioral problems than are covered in #22.

25 *Foster care*—Inquiries about or which suggest the need for supervised living

arrangements for children outside of their own homes and inquiries from persons wishing to offer this type of care.

26 *Homemaker* — Inquiries regarding homemaker services and/or surrogate parenting in the home while one or both parents are absent.

27 *Residential treatment*—Inquiries about or which suggest the need for residential care and treatment of a child or children.

28 *School*—Inquiries regarding the child in school—whether the child or the parent is the caller.

Community Services

30 *Agency information*—Any inquiry seeking *only* the name, address, or telephone number of an agency; and inquiries about the nature of the service provided by an agency when the inquiry is not concerned with any given individual.

31 *Animal care services*—Inquiries about services for the care and protection of animals.

32 *Clothing*—Inquiries about the need for clothing.

33 *Disaster services*—Inquiries about services available to families or individuals affected by fires, storms, explosions, accidents, or other disasters.

34 *Food*—Inquiries about the need for food items (not cash).

35 *Housing*—Inquiries about or which suggest the need for assistance in securing housing, or which offer housing.

36 *Household needs*—Inquiries about the need for furniture and household equipment.

37 *Library services*—Inquiries about or which suggest the need for any publicly or privately operated library services, including film libraries.

38 *Lodging-temporary*—Inquiries about temporary living arrangements for adults. (See #25 for foster care.)

39 *Municipal services*—Inquiries about municipal services not specifically covered in another category of service (i.e. trash collection, housing code enforcement, permits, rodent control, street cleaning, street lighting, traffic control, air pollution, street repairs, sewers, water, weights and measures, restaurant or food sanitation, etc.).

40 *Neighborhood center aid*—Inquiries about or which suggest the need for the services of neighborhood-based community organization staff.

41 *Police*—Inquiries concerning the police.

42 *Recreational/Leisure*—Inquiries about or which suggest the need for nonprofit or commercial recreational or cultural services (e.g., recreation centers, hobby clubs or organizations, lectures, plays, movies, tours, etc.).

43 *Protective services*—Inquiries about or which suggest the need for a service to prevent harm to or neglect of an individual, regardless of age. (In case of alleged child abuse, see #21.)

44 *Transportation*—Inquiries about the availability of transportation of persons or goods.

45 *Vital statistics*—Inquiries about securing or registering birth, marriage, divorce, death or similar records.

46 *Volunteer services*—Inquiries from individuals or groups which want to volunteer their time or are seeking the assistance of volunteers, both at the CIC and other agencies.

Disabilities

50 *MR-Child*—Inquiries about services for mentally retarded children when a particular child is concerned. (For information of a general nature, see #600.)

51 *MR-Adult*—Inquiries about services for mentally retarded adults (ages 18 and over) when a particular individual is concerned. (For information of a general nature, see #600.)

52 *Self-help groups*—Inquiries about or which suggest the need for the services of organizations whose members seek to assist other persons with a problem which the members have themselves overcome, e.g., Recovery, Inc.

53 *Special services*—Inquiries about pub-

lic or private, day or residential school programs for handicapped persons of all ages.

Drugs

60 *Information*—Inquiries regarding information about drugs and drug abuse programs. (When a particular individual is involved, see #61-64.)

61 *Treatment-detox*—Inquiries regarding a particular individual when the primary treatment mode involves withdrawing the individual from drugs.

62 *Treatment-hospital*—Inquiries regarding a particular individual when the primary treatment mode includes hospitalization, i.e., an individual with either severe physical or mental impairments in addition to the drug problem.

63 *Treatment-residential*—Inquiries regarding a particular individual when the primary treatment mode includes residential treatment, such as a halfway house (channeled through REDAP except during evening and night hours).

64 *Special services*—Inquiries concerning a particular individual which would not fit another category; included in this would be methadone maintenance services rendered through REDAP.

Employment

70 *Disability benefits*—Inquiries about any form of disability benefits, or workmen's compensation. (For SS, see #72.)

71 *Services*—Inquiries about services concerning a particular individual's securing employment. (For problems an individual may be having with his work or problems preventing an individual from obtaining gainful employment, see # 290.)

72 *Social Security*—Inquiries concerning any form of Social Security benefits, including retirement benefits, disability benefits, or survivor benefits.

73 *Unemployment benefits* — Inquiries concerning unemployment compensation.

74 *Vocational rehabilitation*—Inquiries concerning the need for vocational rehabilitation.

Financial Aid

80 *Continuing*—Inquiries concerning need for ongoing financial assistance (including food stamps) because the individual or family has no income or the available income is inadequate.

81 *Education/Counseling* — Inquiries about or which suggest the need for scholarships, educational loans, or workstudy programs to enable an individual to enter or continue in an educational program; also financial, credit or budget counseling, such as ACCEPT.

82 *Emergency*—Inquiries concerning the need for immediate financial assistance because individual or family is without food, clothing, or shelter. (If the need is only for food, see #34; if only for clothing, see #33; if only for shelter, see #38.)

83 *Medical/Medicaid*—Inquiries about or which suggest the need for financial assistance to meet the cost of medical treatment, drugs, or equipment (including inquiries about medicaid).

Health Services

85 *Abortion counseling*—Inquiries about or which suggest the need for abortion services, including pregnancy testing and counseling.

86 *Clinics*—Inquiries about or which suggest the need for medical treatment on an outpatient basis.

87 *Convalescent care*—Inquiries about or which suggest the need for care provided by profit or nonprofit convalescent facilities.

88 *Dental needs*—Inquiries about or which suggest the need for the services offered by dental clinics.

89 *Emergency*—Inquiries regarding emergency medical care, such as the need for emergency room treatment, ambulance services, including the need for home visits by physicians.

90 *Health information*—Inquiries about disease conditions; inoculation records, requirements or sources; and any other health related matters not specifically covered under another category of service.

91 *Health appliances/Equipment*—Inquiries about or which suggest the need for braces, collars, crutches, eyeglasses, contact lenses, or other items worn by a patient; and wheel chairs, walkers, hospital beds, commodes, exercise bars, or other similar sickroom equipment.

92 *Home health services*—Inquiries about or which suggest the need for medically sponsored and coordinated care of convalescent or chronically ill persons at home.

93 *Nursing services*—Inquiries about or which suggest the need for nursing services provided in a client's home by agency-employed public health nurses or by private duty nurses.

94 *Physical therapy/Rehab.*—Inquiries about or which suggest the need for nonresidential evaluation, counseling, therapy or training services by persons afflicted with or recovering from physical illness, including physical therapy services regardless of where these services are provided.

95 *Pregnancy*—Inquiries regarding pregnancy counseling, including the need for pregnancy tests, prenatal care. (For the need for assistance for abortions, see #85.)

96 *VD*—Inquiries regarding the need for testing and treatment of venereal disease; also included in this category are requests for general information about VD.

97 *Hospitals*—Inquiries about or which suggest the need for inpatient care as a result of accident and acute or chronic illness.

Legal

110 *Aid to victims of crime*—Inquiries requesting assistance from the Bar Association and other resources to aid victims of crime.

111 *Courts/Corrections services*—Inquiries about or which suggest the need for the services of the courts, prisons, and probation or parole services.

112 *Discrimination-housing* — Alleged denial of housing and/or services because of race, creed, color, sex, or national origin (specify which).

113 *Discrimination-job*—Alleged denial of employment and/or services because of race, color, creed, sex, or national origin (specify which).

114 *Discrimination-other*—Denial of other services or opportunities because of race, color, creed, sex, or national origin (specify which).

115 *Other services*—Inquiries about or which suggest the need for legal advice or counsel from clients unable to locate and/or pay for the services of a private attorney.

Problems of Living

200 *Child/Parent*—Inquiries from children or adolescents when the primary problem is seen to be parent-child conflict. (For calls from parents, see #22; for family problems involving more family members than one child, see #230.)

210 *Dating*—Inquiries regarding problems when the primary problem is an interpersonal one with a member of the opposite sex.

220 *Death*—Inquiries regarding death or a dying individual.

230 *Family*—Inquiries about or suggesting the need for counseling to several members of a family or parent and child, as a group or individually. (For child calling about parent problem, see #200.)

240 *Identity*—Inquiries regarding problems in which the main difficulty is in role confusion or establishing an identity. Specify whether the identity crisis is adolescent, adult, middle age or old age.

250 *Interpersonal*—Inquiries regarding problems of an interpersonal nature not covered in other categories.

260 *Marital*—Inquiries about or suggesting the need for counseling to a husband and wife.

270 *Sex*—Inquiries regarding problems in which the main focus is sexual. Specify the type of problem.

280 *Suicide*—Inquiries concerning problems in which the main focus is suicide, whether it be the suicide and/or suicidal impulses of the caller or another.

290 *Work*—Inquiries in which the main problem is work related, whether it be job dissatisfaction, interpersonal difficulties, problems with superiors or others. (For employment services, see #71.)

General Information

500 *Miscellaneous*—Inquiries of a miscellaneous nature, usually seeking factual information, which cannot be assigned to another specific category of service.

MH/MR Information

600 *MH/MR-Info/Educ*—Inquiries of programs/services of Region 8, or other community mental health programs not specifically covered by other categories.

CIC LOG SHEET

CIC Log Sheet Staff _____ # _____ DATE _____ Hours: _____ to _____

TIME	REF SOUR	C-H	NAME-ADDRESS-TEL. NO.	age	sex	smd		REASON FOR CALL and description of staff activity	DISPOSITION INFO	COUN	Referral to: Specify
							P				
							S				
							P				
							S				
							P				
							S				
							P				
							S				
							P				
							S				
							P				
							S				
							P				
							S				
							P				
							S				
							P				
							S				

Hang-ups, pranks, business, etc.:

Follow-up calls: AGENCY:

Special Projects

#_____ Date_____ Hours_____ to_____ /Region 065 Unit 50E
County 056

CODE REASON FOR CALL and describe staff activity	SERVICE REQUIRED: Inf	Coun	Referral Specify	
P				PROG CODE
S				REC CODE
				SER CODE
				TIME CODE
P				PROG CODE
S				REC CODE
				SER CODE
				TIME CODE
P				PROG CODE
S				REC CODE
				SER CODE
				TIME CODE
P				PROG CODE
S				REC CODE
				SER CODE
				TIME CODE
P				PROG CODE
S				REC CODE
				SER CODE
				TIME CODE

Follow-up calls [ ] Special Projects [ ]

92

101

102

MEDIA EVALUATION OF ALTERNATIVES

Improving Media Relations and Coverage

Hindsight suggested certain ways by which media relations and possibly media coverage might have been improved for the ALTERNATIVES project. More ongoing personal contact between the ALTERNATIVES liaison specialist and participating radio and TV station personnel probably would have improved their working relationships. All communication with those stations that provided log data was by mail. Telephone calls or personal visits were made only when a problem arose. Other stations were contacted only when broadcast data were needed. It became apparent that media relations might have been better had all the stations and newspapers been called, perhaps monthly, to check on how things were going and to thank them for their help.

Regular communications might also have helped solve the problems created by station personnel turnover. At the beginning of the project, an indepth explanation of ALTERNATIVES had been given to media public service directors and traffic managers, but in some cases, the ALTERNATIVES contact left the station, often failing to inform the new employee about ALTERNATIVES procedure. With regular, frequent communications between the media liaison specialist and the stations, changes in personnel would have been quickly discovered, and the liaison specialist could have visited the new staff member to explain the project and its procedures.

Another improvement would require the public service media schedule to switch spots on Monday, when full staff is on duty at the stations, rather than during the weekend. With a full staff, ALTERNATIVES messages would more likely be changed correctly.

It might have been valuable to gather ideas from interested public service coordinators during the initial project planning stage. One reason this was not done in Louisville was that project coordinators did not want to solicit media participation until the ALTERNATIVES spots were a concrete project, not just an idea.

An introductory luncheon to explain ALTERNATIVES to media staff such as traffic managers, program directors, and editors might have resulted in even better media cooperation, since these are the persons responsible for scheduling messages on a daily basis. A luncheon was economically unfeasible for River Region.

Media Opinion of Alternatives

Louisville mass media representatives evaluated ALTERNATIVES from the standpoint of both spot quality and River Regions approach to working with broadcast station and newspaper pesonnel. An informal survey was conducted of all participating TV and radio stations and newspapers just before broadcast of the last ALTERNATIVES spot on April 27, 1974. The interviewer was a member of the Mental Health Materials Center in New York City.

Twenty interviews were conducted person to person; 8 were conducted by telephone at respondent request, and 12 by letter to representatives of radio stations and newspapers in outlying counties. Out of a total of 5 TV stations, 17 radio stations, and 15 newspapers, survey information was received from 5 TV stations, 15 radio stations, and 6 newspapers.

An effort was made to reach the person at each station or newspaper who had been most involved with the ALTERNATIVES campaign, although this was not always possible. Survey respondents ranged from station managers and presidents to program directors and traffic managers, and from news editors to publishers. At some stations, two representatives were interviewed.

About 75 percent of all comments on ALTERNATIVES were positive. This verbal accolade corresponded with the high level of media participation sustained throughout the 60-week campaign. Had relations between ALTERNATIVES staff and media representatives been weak, the media might have declined to participate in the project or might have dropped out at some point during the 60-week life of the campaign, which was not the case.

While the overall tone of survey response to the ALTERNATIVES spots and working relationships with the media was positive, the following response summary highlights spe-

cific remarks made, both positive and negative. For the educational purposes of this report, more can be learned from a study of specific constructive criticisms—"I didn't like it *because* . . ."—than from a reading of general compliments—"It was great . . . I really liked it." All survey respondents were asked the same four questions:

1. What did you like and/or dislike about the ALTERNATIVES spots (ads, for newspapers)?
2. What did you like and/or dislike about River Region's approach to working with you?
3. What tips would you give to other agencies attempting a project similar to ALTERNATIVES?
4. Have you had any other thoughts about ALTERNATIVES during the past 60 weeks? Was there something that struck you about the campaign?

HOW THE MEDIA LIKED ALTERNATIVES MESSAGES. With few exceptions, media representatives complimented highly the content quality and the production quality of ALTERNATIVES messages, as shown by a sampling of their responses to the first question:

- The spots were well done, probably the best I have seen as far as film, content, etc., and I have seen a lot . . .
  Public affairs coordinator
  Network-affiliated TV station
- The producers are to be commended. It's one of the best-produced jobs, in my opinion. One of the major successes is the high quality of the radio spots . . .
  General manager
  Religious AM radio station
- I have heard only good comments about the spots, never any negative reaction . . .
  Public service coordinator
  Independent TV station

What was it about the spots that specifically appealed to media representatives?

- What I like about it is that the spots were rather personal, personalized in reaching the audience. They were direct in what they were saying . . .
  Program director
  Soul AM radio station
- The ALTERNATIVES spots were among the best I have seen. Dramatizations stick out more than just one person reading a script. When you have more voices, it's more effective if it's done well, and these were . . .
  Program director
  Easy-listening FM radio station
- The spots were short and effective. To be effective in radio, a lot of public service people think you need to have spots longer than 30 and 60 seconds. But you can get the message across in less time . . .
  General manager
  Country-Western AM radio station

As was to be expected, the public service announcements did not get 100 percent approval:

- Some were good, some were "tune-outs"—they didn't have the broad-based appeal. They were so pinpointed or so vague. We didn't run one of them, "Senior Citizen," for this reason . . .
  General Manager
  Rock AM radio station
- At first, the guy at the end of the radio spots sounded like he was talking too slow. It made you want to say, "Hey, you gotta listen to this . . .
  Station director
  University radio station

The messages dealt with 21 different problems of living. The broad scope of the project was noted and appreciated by most media representatives:

- The spots were produced so they would appeal to everybody, not for a certain group, but so everybody could identify with them . . .
  Public service coordinator
  Independent TV station
- They covered a balanced agenda, from the elderly to drugs. I can't think of anything they didn't touch on . . .
  General manager
  Rock FM radio station

As comprehensive in scope as the spots were, at least one respondent was disappointed:

- Some of the subject areas attacked in the ads—I don't think all of them were of supreme interest to the blacks. True, blacks needed some education in the area, but several messages went over their heads. Those subject areas weren't the areas blacks deal with. . . .
  Assistant publisher
  Weekly black-oriented newspaper

The ALTERNATIVES spots were low keyed, as opposed to many hard-sell promotional public service announcements. This was in accordance with the project's educational goals. Some media respondents liked the subtlety:

- I thought they were thought-provoking. The spots leave you hanging to the point of making a person stop and think. Going into the back door with most of the messages; they had gotten halfway through the message before you knew what they were talking about. It made a person stop and think. . . .
  General manager
  County-Western AM radio station
- The spots appeal to me personally because they didn't always draw conclusions for you; you were allowed to draw your own. . . .
  Public affairs coordinator
  Network-affiliated TV station

Others did not like the subtlety:

- Many other agencies' spots seem to sell a good deal more than these spots did. . . .
  Operations coordinator
  Network-affiliated TV station
- I thought they may have been perhaps a little vague. Sometimes it was a little hard to really understand what the purpose was. I was looking at them from an advertising angle. "If you don't advertise something, you advertise nothing." Others were very good. . . .
  President and general manager
  Easy-listening FM/Rock AM radio stations
- My only criticism is that sometimes the spots took a little while to make their point. In a 30-second spot, it wasn't until after about 20 seconds that you knew what the aim of the spot was. They were a little too soft-sell in some instances. . . .
  Program director
  Classical FM radio station

ALTERNATIVES spots, meant to be educational, were not designed to advertise services or to inform the public directly about River Region programs. Perhaps unaware of the main purpose of the spots, a few of those interviewed noted information that the ALTERNATIVES spots and ads had left out:

- Some of the spots may have been a little too vague as to exactly say what the person should do. I'm not sure it was clear to some borderline listener what River Region is. Some people who might be included in the group they were trying to reach might not have known about River Region. I think if someone was really disturbed, it might have gotten to them—but maybe someone who could use the help but was not sure what River Region is, it might have gone over their head. . . .
  Vice president and station manager
  Popular AM radio station
- I don't think I ever heard one time that the information or counseling was free of charge if you couldn't afford to pay for it, and I'm sure it is. I think that's a gross error. . . .
  Program director
  Easy-listening radio station
- There is no indication on any of the ads that the service is free or that information is confidential. . . .
  Editor
  Country weekly newspaper

Each spot was scheduled for 2 weeks on television and radio. Opinions expressed about the broadcast schedule were polarized:

- The scheduling, the tenure, length they ran, were way too short. The spots need to have an opportunity to have some impact. Especially with that kind of spot, with the subject matter—the spots should have had

2 months on the air, not 2 weeks. People are just starting to figure out the meaning of the spot after they have heard it several times.

President and general manager
Easy-listening FM and Rock AM radio stations

- I did appreciate the spots changing every 2 weeks. It didn't run the message into the ground. A spot can become an automatic tune-out to the audience, they know what it's about. When I get tired of a public service announcement, I figure the audience is too, and I pull it.

Public service director
Country-Western AM radio station

What did the newspaper representatives think of the ALTERNATIVES material they received?

- The office staff liked the ALTERNATIVES ads. They seemed to hit on little talked-of aspects of mental health such as loneliness, the kiddos getting under your skin, etc.

Editor
County weekly newspaper

- They can't be beat—they are just top-notch, unexcelled as far as public service ads are concerned.

News editor
Suburban weekly newspaper

- The slicks were a good piece of work. They were camera-ready, and there was nothing we needed to add. My impression was that these ads had been put together with a great deal of care and professionalism. Graphically, the ads added to the paper . . .

Managing editor
Weekly Catholic diocesan newspaper

RIVER REGION'S WORKING RELATIONSHIPS WITH THE MEDIA. Media representatives talked about their working relationship with River Region during the ALTERNATIVES project, including what River Region asked them to do and how River Region requested it. Following is a sample of responses to the second survey question, "What did you like and/or dislike about River Region's approach to working with you on ALTERNATIVES?"

- River Region's approach to working with us was always polite and considerate of anything we could do to help.

Editor
County weekly newspaper

- They were extremely cooperative. They required affidavits of spot broadcast times, and (the media liaison specialist) offered to come do it herself when we were busy. You don't often find that consideration; that means a lot.

General manager
Rock FM radio station

The ALTERNATIVES media liaison was the prime daily link between River Region and the media. In general, the quality of media relationships depended on the liaison specialist's rapport with media representatives:

- [The media liaison specialist] is one of the most well-informed and pleasantest people I have worked with in public service.

Public affairs coordinator
Network-affiliated TV station

- [The media liaison specialist] was very good in terms of calling and checking to see if we had any problems, if she could do anything. Usually people just send spots and that's it. Their attitude is, "If you get a chance, run them."

Public service coordinator
Independent TV station

As a result of the introductory media luncheon and personal visits from River Region and advertising agency staff members, media directors were impressed by the detailed explanation they were given of ALTERNATIVES. The strategy River Region used to gain media participation proved a success:

- They made a personal visit and explained their project. It was very explanatory, that's why we agreed to go into it.

President and general manager
Rock AM radio station

- When the whole project was first made known to me and our participation was solicited, [the media liaison specialist] came and made the presentation and did a remarkably fine job. And that started us off on the right note.

Managing editor
Weekly Catholic diocesan newspaper

- The meeting at which they introduced this to the media was superb.
  General manager
  Religious AM radio station
- The program was explained in detail; it's one reason they got the cooperation of all the stations. . . .
  General manager
  Rock AM radio station

However, perhaps the introductory explanations did not reach all those who would be involved in ALTERNATIVES. Changes in station staff during the 60-week project compounded this problem:

- The station manager was invited to a luncheon and told the importance of this campaign. But it boils down to people like me to put the spots on the air. I don't know if people at my level have been well informed or not. . . .
  Traffic manager
  Easy-listening FM radio station

One complaint voiced by media representatives against ALTERNATIVES was that River Region asked radio and TV stations to help retrieve data about the times and days they broadcast the ALTERNATIVES spots:

- There was only one thing that really bugged me—they wanted a rundown, a list of the times we ran the spots. We have to worry about commercials and other things, and we just don't have the time to make a check of how many spots were run every day, and to send the schedule information . . .
  Program director
  Easy-listening FM radio station
- It involved more work for my people, getting affidavits of the times spots ran. It's something we don't have to do for public service announcements because they are free. And we probably wouldn't have done it except that the campaign was explained and other stations were going along with it. . . .
  General manager
  Rock AM radio station
- Frankly, it is kind of inconvenient for us to have to report to the agency when we run their spots. Since we don't have much staff, it puts a little pressure on us. It's not too bad for one agency, but if everyone wanted it, it would get to be an administrative problem. Most ask, "When did you run my spot?" They send a card for us to fill out. Sometimes we tell them, sometimes we don't. We did it for ALTERNATIVES because it's a great public service, and also it's a controlled experiment. . . .
  Production manager
  Educational TV station

Sometimes the request for broadcast times was a burden even when River Region, rather than the station, collected the log information:

- [The media liaison specialist] called once and had to look at some log times from months back. Apparently she was behind. We had to pull out logs from 6 months ago. It would have been easier if she had called every 2 months, like she had been doing. . . .
  Community relations director
  Country-Western AM radio station

Despite the extra work involved in reporting spot running times, some stations thought gathering log data was something agencies should do:

- Having someone working as a liaison and trying to get an idea of when spots run is a good idea. If it's worthwhile, it should be coordinated. It helps keep the media responsible. . . .
  President and general manager
  Easy-listening FM and rock AM radio stations
- River Region was concerned about seeing if and when the spots got on the air. Most public service people don't do that and they should. . . .
  Music director
  Classical FM radio station
- Follow through in asking how often the spots were run on the air, and, if possible, when they were run, but you have to be very careful you don't make it sound like a

threat. Ask, "Let us know," but ask after the spot has run.

Music director
Popular AM radio station

Some station representatives emphasized the large amount of public service time requested for ALTERNATIVES spots—4 spots a day on radio, 10 spots a week on television.

- River Region asked a lot from the stations. I don't think some stations would put up with it. The stations in Louisville were extremely cooperative. If other agencies asked for that much time, we couldn't give it to them—we wouldn't have any time left for music.

  Program director
  Easy-listening FM radio station

- We could not do this for many organizations. River Region asked an awful lot—300 agencies this year asked for time. Fortunately, no one else has come up with such a comprehensive plan. And because River Region's was so comprehensive and we thought it was worthwhile, we wanted to do it.

  Community relations director
  Network-affiliated TV station

One media representative pointed out another burden involved in ALTERNATIVES:

- And then to have to return spots is sometimes inconvenient. Usually we throw away public service spots. But it relieves us because River Region picked them up. We didn't have to mail them back. . . .

  General manager
  Religious AM radio station

A few respondents were dissatisfied with the amount of personal contact they had with River Region staff members during the ALTERNATIVES project period:

- The ads just came through the mail. There should have been some personal contact.

  News editor
  Suburban weekly newspaper

- Might have a more personal contact between River Region and the stations, besides just letters. So often we felt like we were dealing with a nonentity, a computer. For 3 months they kept sending tapes to a person who had left the station. They didn't know what was going on here. They should have called once in a while to say thanks.

  Program director
  Popular AM radio station

But there were also compliments for the way media relations were handled by River Region during the ALTERNATIVES campaign:

- They gave us the right amount of feedback.

  Station director
  University radio station

- The fact that when the ads came, each one had a cover letter and that they were timed, had a certain life span, probably helped. It wasn't left up to you to run them this month or next month. It added a little bit of urgency to the thing, because the ads would be dead after a certain time and you couldn't use them. . . .

  Managing editor
  Weekly Catholic diocesan newspaper

Respondents appreciated being kept up to date on ALTERNATIVES evaluation findings:

- River Region people are the first ones to give us any kind of yardstick to measure the effectiveness of our public service effort. It helps us; it's important to share with us. . . .

  Community relations director
  Network-affiliated TV station

SUGGESTIONS FOR SIMILAR PROJECTS. In answer to the third survey question, "What tips would you give to other agencies attempting a project similar to ALTERNATIVES?", respondents made a variety of suggestions, including the following:

- What I liked about the ALTERNATIVES project is what I would pass on. The two points I would stress are: (1) personal contact to initiate the thing, and (2) professional quality of the product. Those two ingredients enlisted us as receptive to the idea. You can contact by a run-of-the-mill letter, but if you take the time to come in, introduce yourself, and tell us what you are trying to achieve, the results will be

better. . . .
Managing editor
Weekly Catholic diocesan newspaper

Many media representatives stressed the importance of personal contact:

- I react much more favorably to someone who comes in and talks to you for 5 minutes and says what they are trying to do, what they are trying to accomplish, before the campaign starts, instead of sending over a bag of spots with a letter addressed to "Dear Broadcaster." They think they'll get their percentage of air time, but they don't—I just throw the spots in the wastebasket. . . .
Program director
Classical FM radio station
- I have a whole stack of spots on my desk; of the 100, I can play only a few. The personal touch of someone bringing a spot in helps make it stand out in my mind . . . .
Program director
Country-Western AM radio station
- I wish agencies would follow through personally. For effective public service, you need more personal contact between people who make the spots and those who put them on the air. . . .
Public affairs coordinator
Network-affiliated TV station
- The personnel involved should pay a personal call and outline the program, stressing the importance of the message, being very frank and asking the station director how many and at what times the spots might be aired. . . .
Program director
Easy-listening FM radio station

In the initial media contacts, a full explanation of the project is important:

- Go to the station, tell them, "We know it's unusual, we know how much we're asking for," but explain how unique the project is. As it was done with ALTERNATIVES, fully explain beforehand exactly how the campaign will be run. Don't spring something on the station in the middle of the campaign. Plead your case and have a good, well-planned program. Let stations know about all aspects of the campaign, not just theirs, like the evaluation. . . .
Community relations director
Network-affiliated TV station

Media representatives also stressed the value of having a campaign goal:

- What most organizations need to do is decide in their own minds what they want to achieve with any kind of on-the-air campaign. Their goal might just be to remind the community that the organization exists. Once you decide the goal, then gear material you present to the station with that in mind. . . .
Music director
Popular AM radio station
- Formulate exactly what goals you have in mind. If you're interested in educating or influencing attitudes, then it's important to have a solid, preconceived goal in mind that can be stated on paper, "This is what we want the series to do. This is what we can do to attack it. . . ."
Station manager and AM program director
Popular AM and classical FM radio stations
- They should have a purpose to the spots, and they should follow through and find out the public's response. . . .
Public affairs coordinator
Network-affiliated TV station

Some media respondents offered suggestions on the construction of a public service broadcast schedule:

- To be effective, you need at least three or four messages in a 24-hour period. The effective part of radio is hearing a message over and over again. But change the spot—don't use the exact same message, but use different ones that repeat your name and keep it in front of the public. . . .
General manager
Rock AM radio station
- For problems you've determined beforehand to be most important, stress those problems for longer periods of time or repeat the spots again. Some of the ALTERNATIVES spots were so good that they could warrant additional play through rein-

forcement. You can recall the total idea from a message just by hearing a one-word cue. Take advantage of this phenomenon. First, cover the subject thoroughly with a series of spots. Then come back later to reinforce with a much shorter series of spots. Pick up a word or sound from the first set and use it in the second set for the cue that brings back the total idea. Shorter, 10-second spots could be run more frequently, and they will reinforce with the same impact as the initial set, if the original set was good to begin with. . . .

Station manager and AM program director
Popular AM and classical FM radio stations

One program director recommended a shorter campaign than the 60-week ALTERNATIVES project:

- Who's to say mental health is more important than the Cancer Society campaign, being a year long, or anything else? I'm not saying it's bad, but just from a station's point of view, even if it ran 6 months, that's not 60 weeks, and that's still a long time. It's more than any other public service campaign. . . .

  Program director
  Easy-listening FM radio station

Other media representatives had ideas about how a campaign asking for as much media exposure as did ALTERNATIVES could sweeten the package (or at least soften the blow) for the broadcast stations:

- Buy a spot schedule from the stations, even on a one-to-one basis; the agency buys a time slot, we give them one. It would make the whole station feel better about putting the spots on the air. Now and then a paid schedule should make for better feelings. It's not fair to ask for so much when no one else is getting it. . . .

  Traffic manager
  Easy-listening FM radio station

- Be honest with the media, as River Region was. Don't pay newspapers and expect free time on radio. I'd look at a campaign derogatorily if it was like some that buy space on television and on billboards, but ask for free coverage by the radio stations. I don't run their spots because their policy discriminates against our medium. River Region said all the media were donating space. . . .

  General manager
  Rock AM radio station

- I wish radio could get more out of this than a thank-you. I would like a receipt for making a commercial time contribution. The radio station could take a tax deduction if the time for ALTERNATIVES spots was counted as donated commercial time rather than public service time. Radio should be treated the same as other media. Billboards and newspapers can deduct as a tax item the space they donated to ALTERNATIVES, a nonprofit organization. . . .

  General manager
  Religious AM radio station

For some stations there are drawbacks to donating commercial time:

- The National Association of Broadcasters' code limits commercial time per hour. A donated commercial counts against our allotted hourly commercial time, making one less paying commercial we can run. . . .

  Vice president and general manager
  Popular AM radio station

One program director urged agencies to be patient when stations fall behind the broadcasting times agreed upon:

- They should be understanding when you can't run the full 10 spots in a week. You may not have a 60-second time slot. On commercial accounts, we can make it up to them by running more spots the next week, but we couldn't do that for ALTERNATIVES, because each spot only runs 2 weeks. The spot may have been scheduled but lost at the last minute because of equipment breakdown or getting a last-minute commercial you have to run. . . .

  Operations coordinator
  Network-affiliated TV station

For the station's benefit, respondents recommended the following:

- Have one person coordinate the campaign, so then if something goes wrong, the station can contact one person, the liaison

  General manager
  Rock AM radio station
- We request people to get their public service announcements to us a week ahead of when they want them to run.

  Operations coordinator
  Network-affiliated TV station
- Keep stations up to date on kinds of evaluation response the agency is getting. Then you know that you really are doing a public service. That helps a lot.

  Public service coordinator
  Independent TV station

Several tips dealt specifically with the production of the public service announcements:

- Like River Region did: go to the best ad agency in town—have them plan, execute, and make a real campaign out of it.

  Program director
  Country-Western radio station
- They don't have to be a big organization and produce their own spots. If they ask for it, they can receive help from the radio station in formulating ideas and in producing spots. Most stations will offer that kind of help.

  Music director
  Classical FM and popular AM radio stations

Some radio and newspaper representatives thought public service announcements should be custom-made:

- Many commercial accounts tailor their spots to the particular station. I would be more inclined to run that kind of spot. It helps if you are willing to come in and cut the spot yourself. You're someone known in the community, a local nonprofessional rather than a celebrity.

  President and general manager
  Rock AM radio station
- Radio is so specialized that I would try to create different spots for different stations. For instance, the spots that ran on our stations were well suited to our listeners, but because they were very subtle, they probably wouldn't get the same audience reactions on another station.

  Program director
  Classical FM radio station
- Find out type of programing the radio has and tailor your public service announcement to that. Certain commercials we don't use because of tempo, format.

  Manager
  Easy-listening FM radio station
- Pull out the minority section and prepare it as carefully, with the same quality, as the overall campaign.

  Assistant publisher
  Weekly black-oriented newspaper

One suggestion for spot production was quite practical:

- A spot already on tape is easier for us than if we have to produce it ourselves by reading from a script onto tape. When we produce the spots, it's easier for the program director to do it himself than to have other announcers record the spot, so most all the spots have the same voice, his, and they lose effectiveness because they all sound alike.

  General manager
  Country-Western AM radio station

Some representatives pointed out preferences regarding time lengths for the announcements:

- I'd rather have two good spots than six versions of the same one in different lengths. Sixty- and 30-second lengths are best.

  Public affairs coordinator
  Network-affiliated TV station
- We prefer 30- over 60-second spots, especially in the summer months. Our schedule is so heavy that if we talk too much, the audience tends to lose interest. We prefer commercials that are 30-second spots, too, even though 60's bring more money.

  General manager
  Country-Western AM radio station

Media representatives had ideas also about spot content, and they suggested what to put in the messages:

- Somewhere in the campaign give a clear explanation of what the agency is and how it operates. For example, I'm an unaware listener. I'm a borderline case. I need this, but I'm not too sure who this is trying to reach me or how to reach them. For all I know this may be a commercial operation trying to raise money.

  Vice president and general manager
  Popular AM radio station

- Always print on the ad a local number to call. People are hesitant about calling someone way off in the city for help when they live in a semirural region like this one.

  Editor
  County weekly newspaper

- Personalize the spots by being as direct as River Region was. They did it as if they were talking to you personally. Some try to talk to all, a massive group of people. But the way River Region did it, directly, you listen to it and think, "They're talking to me."

  Program director
  "Soul" AM radio station

A suggestion was made about the public relations component of the ALTERNATIVES campaign.

- Others might want a one-to-one, give-and-take addition to the program through workshops. Advertising doesn't allow people to respond. The role of the agency is not only to reach people, but to effect some positive kind of change. Meetings, organizations, community centers, Parent Teachers Associations, and school boards are vehicles allowing the agency to reach the people and discuss the problems illustrated in the spots.

  Assistant publisher
  Weekly black-oriented newspaper

OTHER OPINIONS. In answer to the last (open-ended) survey question, "Have you had any other thoughts about ALTERNATIVES during the past 60 weeks— was there something that struck you about the campaign?" responses varied.

One observation concerned the length of the campaign period.

- Every once in a while I got to thinking we weren't doing the job we should be. The real difficulty in having a project that lasts this long is keeping the project fresh and important in the minds of broadcasters. Responsibility for programing the spots often falls into the hands of people doing other things that are also important. You have to keep them interested.

  President and general manager
  Easy-listening FM and rock AM radio stations

Another suggested offshoot plans stemming from ALTERNATIVES:

- As a result of ALTERNATIVES, I have been thinking in terms of approaching River Region on doing public service broadcasts expanding ALTERNATIVES spots.

  Public service coordinator
  Independent TV station

Others summarized ALTERNATIVES goals from the media viewpoint:

- I hate to see it end because I believe it is needed. The project needs to be continued. With the fast pace of life today, this is one way to reach people. People are often reluctant to go out and seek help themselves.

  Program director
  "Soul" AM radio station

- I'm open-mouthed in admiration for what they are trying to do. I just hope it goes, because it means so much to other people. If the project hasn't done anything else, it's made people aware that they don't have to have a complete nervous breakdown to seek help. It's no big shame to seek a little help and come back on the right track.

  Traffic manager
  Easy-listening FM radio station

RESULTS AND DISCUSSION OF ALTERNATIVES PROJECT

Following a brief summary, this discussion of the results of the ALTERNATIVES project is divided into three sections corresponding to the three broad classes of project objectives: (1) recall of messages, (2) changes in attitudes on mental health issues, and (3) increased awareness of mental health resources available.

Summary of Results

Throughout the three telephone surveys in which respondents were asked whether they recalled "seeing or hearing any of the ALTERNATIVES commercials on television or radio in recent weeks," about 40 percent reported recall. This reported recall was highest with the younger, more affluent, and better educated respondents. Television was the most often named, constituting the source in about 65 percent of responses across three surveys, as compared with about 7 percent for radio. A comparison of those messages people recalled having seen on TV revealed that messages based on the theme of inadequate communications and messages with unresolved endings were most often mentioned.

Certain attitudes related to the educational messages did undergo significantly favorable change, although the results were mixed overall. Responses to statements which measured how respondents would resolve a problem situation were affected the most favorably. The fact that there were some negative attitude changes, however, indicates the need for careful consideration and pretesting of possible message effects.

Generally, attitudinal change was consistent across educational levels, although there was some indication of greater change among those less well educated in response to the mental health-related messages, while among the better educated there was greater favorable attitudinal change in response to the mental retardation messages.

Analysis of call activity at the Crisis and Information Center showed that the project did have a substantial impact on public awareness of mental health resources from the point of view of contacting this particular source of help. Television was markedly more influential than radio.

The questionnaire data regarding awareness of mental health resources showed a shift in the type of source of help named by respondents over the project period. Generally, the number of respondents indicating River Region and other community sources of help increased, while the number of those mentioning hospitals decreased. Persons between 20 and 55 years of age were more likely than those younger or older to be able to identify a source of help. Looking at the educational level of respondents, those less well educated were more apt to name hospitals as a source of help, while the higher educated were both more likely to be able to name a source of help and to indicate awareness of River Region. The total number of respondents indicating awareness of River Region through television and radio exposure did increase over the project period.

Recall of Messages

As shown in table 3, about 40 percent of respondents in the telephone interviews following each 20-week time block reported recall of ALTERNATIVES messages from exposure to TV, radio, or newspapers. There appears to be a slight increase in this percentage over the full project period. However, when these figures were submitted to significance testing, the change over time was not great enough to suggest that recall had significantly improved over the duration of the project—that is to say, the differences were so small that they might be attributable to chance, rather than to the cumulative impact of the project.

Table 3. Percentage of respondents reporting recall of ALTERNATIVES messages

Telephone survey	20-week time block	Percent
Survey I	—	—
Survey II	1st	38.1
Survey III	2nd	39.5
Survey IV	3rd	40.7

*Conducted before the start of the 60-week campaign

Additional tests of significance on demographic factors showed that, averaged across all three surveys, the younger ($p < .001$), more affluent ($p < .05$), and better educated ($p < .01$) segments of the population were more likely to report recall of ALTERNATIVES messages. It would appear, therefore, that in terms of reported recall the project had differential impact across various segments of the population.

When asked to report the medium from which they recalled spots, 7.2 percent named radio, 67.0 percent named television, and 22.3 percent named both radio and television (These figures were averaged over all three surveys.) There were no significant changes in these percentages over time, as tested by chi-square. Thus, in terms of recall, radio had very little impact as compared with television.

Where descriptions were sufficient to identify a particular spot, those actually recalled by resporidents were classified in relation to the 18 mental health messages. The first spot recalled by the respondent was assigned a value of 1.0. Any additional spots recalled by the respondent were arbitrarily assigned a value of 0.5 on the assumption that they represented recall of a lower magnitude than first-recalls. This procedure was followed for recall from both television and radio, with a separate set of scores calculated for each. After multiple-regression adjustment for order of presentation and number of media impressions, the two sets of scores were submitted to separate analyses of variance in order to test the effects of *theme*, *audience*, *resolution*, and *time*.

For television recall, several findings were significant: (1) Messages based on the theme of communications produced better recall than those expressing the other two themes; (2) unresolved messages produced better recall than resolved; (3) recall was better for messages presented in the first 20 weeks than in the succeeding two 20-week blocks; (4) the audience dimension of age had no effect; (5) the combination of unmet needs and unresolved endings (interaction effect between theme and resolution) yielded better recall than would be expected from the straight main effects for those message factors.

The time effect should be interpreted with caution because the design confounded the theme-audience interaction with the time dimension. (Because there were nine theme-audience combinations, but only six spots within blocks, it was not possible to replicate all combinations within each of the three blocks.) This simply means that to the extent that there were emergent effects from certain theme-audience combinations which were not predictable from the simple additive effects, the effect shown for time blocks might be contaminated. There is some doubt as to whether recall was better for the messages presented in the first time block than it was for those in the other two time blocks. A similar analysis was conducted on radio recall, and there were no effects for any of the dimensions.

SUMMARY OF RECALL EFFECTS. Over the total project period there was no increase in the percentage of persons reporting recall of ALTERNATIVES messages. But it would be unwise to assume that the rough 40 percent figure averaged across all three surveys represents a legitimate estimate of awareness of ALTERNATIVES spots in the population. Strictly speaking, the question that yielded those results dealt with respondent *report* of recall, rather than recall *per se*. Many respondents may have expressed awareness so as not to appear uninformed. The appropriate check against this possibility would have been to pose a similar question on recall in the first survey, before airing any spots. The percentage on the first survey could then have been compared with the results on the subsequent surveys.

This consideration also has relevance to the finding that certain demographic groups reported higher recall of spots. If there were a greater tendency on the part of those groups to feign recall of ALTERNATIVES messages, then the findings on this point would mean little with regard to the impact of the project on recall. Assuming, however, that the tendency to feign recall is equivalent across demographic groups, findings on the report-of-recall question suggest greater awareness of ALTERNATIVES messages on the part of the younger, more affluent, and better educated segments of the population.

On the basis of respondent reports, it appears that the radio messages produced very little recall as compared with television. This finding is given further support by the finding that recall of specific spots from radio was uninfluenced by any of the message dimensions. Recall from TV, however, was influenced by message dimensions; communications messages ($p < .10$) and messages with unresolved endings ($p < .10$) produced the best recall. Unmet-needs messages with unresolved endings seemed to represent a special combination in that they yielded higher recall ($p < .10$) than would be expected from simple addition of the two factors.

Attitudes Toward Mental Health and Mental Retardation Issues

Table 4 tabulates the results of the analyses for each of the 21 attitude statements of the assessment type. Each statement is presented as it was given to respondents, with the favorable or appropriate response indicated in the next column as "agree" or "disagree." The next two columns show, respectively, the percentages of persons giving the appropriate response before and after the message directed at changing the attitude was aired. The next column shows the statistic for the differences between the before and after percentages. A positive value means that the change was in the favorable direction, while a negative was in the unfavorable direction. (This value was obtained by converting both percentages to proportions, applying an arcsin square root transformation to those proportions, and subtracting the value for "before" from the value for "after." Under the null hypothesis, the expected value of this difference is 0 (zero) with a standard deviation of 1.812 based on constant N = 500 in the before and after groups.) The final column gives the probability that the difference could have occurred by chance, as opposed to the effect of the project. Where an "NS" (nonsignificant) appears in a column it means that the difference in percentages for before and after is so small that it may have occurred by chance alone.

Table 4. Changes in Percentage of Favorable Responses before and after Message Presentation, for Assessment-Type Statements

Assessment statement	Favorable response	Percent responding favorably		z value	Significance level
		Before	After		
Spot I					
A person close to you should know what's bothering you without having to tell him	Disagree	65.8%	58.1%	4.55	$p < .05$
Spot II					
When a person frequently uses alcohol or tranquilizers, it usually means he doesn't know how to deal with problems he is having	Agree	83.0%	79.1%	2.85	NS
Spot III					
When a woman is constantly nagging, it means she is not being listened to	Agree	37.2%	43.8%	3.85	$p < .05$
Spot IV					
Young people today see and hear so much about sex that they know enough to handle their own sex drives and feelings	Disagree	75.5%	75.4%	0.07	NS
Spot V					
A woman's role is so well defined by age 35 that her trying to change it would create too many problems	Disagree	67.3%	67.7%	0.24	NS
Spot VI					
A major reason for continuing unhappiness in a person is his/her dissatisfaction with routine tasks such as work, school or home	Agree	68.3%	68.9%	0.37	NS

Table 4 Changes in Percentage of Favorable Responses before and after Message Presentation, for Assessment-Type Statements—Con

Assessment statement*	Favorable response	Percent responding favorably		z value	Significance level†
		Before	After		
Spot VII Teenagers who do risky things like smoking pot at school usually don't care about the consequences	Disagree	42 5	37 3	3 04	$p < .10$
Spot VIII When a boss is trying hardest to get through to his worker, he's usually turning him off	Agree	30 4	33 4	1 84	NS
Spot IX People who worry about what others are going to think aren't being fair to themselves	Agree	81 0	75 4	3 89	$p < .05$
Spot X The way society pictures retirement usually discourages older persons from doing their own thing	Agree	55 7	58 1	1 39	NS
Spot XI There are really very few answers we can give to young people today	Agree	26 8	24 0	1 84	NS
Spot XII When parents and teenagers end up arguing, it means that they are not listening to each other's feelings	Agree	81 9	77 7	3 00	$p < .10$
Spot XIII When an insincere person is not being listened to, he probably knows why he isn't coming across	Disagree	32 2	32 7	0 31	NS
Spot XIV A young adult who feels his life is meaningless is that way because the right opportunities haven't come along	Disagree	54 4	55 0	0 35	NS
Spot XV There's something wrong if you think you need sex	Disagree	61 5	65 9	2 62	NS
Spot XVI When men you know well cry or show emotion when they are upset or hurt, you usually see it as a sign of weakness	Disagree	73 4	82 7	6 47	$p < .001$
Spot XVII It is wrong for parents to have negative feelings about their kids	Disagree	34 0	48 8	8 64	$p < .001$
Spot XVIII When a boy without a father is invited to a father-son activity, there is nobody who can fill the gap	Disagree	50 0	62 3	7 12	$p < .001$
Mental Retardation Spot A When a family has a mentally retarded child, it is usually because one of the parents has done something wrong	Disagree	87 2	89 8	2 34	NS
Mental Retardation Spot B There really isn't much that can be done for a mentally retarded person	Disagree	85 2	92 0	6 20	$p < .001$

Table 4 Changes in Percentage of Favorable Responses before and after Message Presentation, for Assessment-Type Statements—Con

Assessment statement*	Favorable response	Percent responding favorably		z value	Significance level†
		Before	After		
Mental Retardation Spot C					
When a mentally retarded child is kept at home, the lives of the other children in the family are usually disrupted	Agree	42.0%	50.5%	4.89	$p < .01$

*Tabulated in ascending numerical order of media spot to which it is keyed.
†NS = nonsignificant.
‡In the intervening wave, the percents responding favorably were, respectively, MR-A, 89.2%; MR-B, 88.3%; and MR-C, 45.3%.

It can be seen from table 4 that, without regard to direction, 10 of the 21 assessment statements showed significant change after presentation of the messages corresponding to them. Of these 10 significant changes, six were in the positive direction, and four were in the negative direction. There is no easy way to interpret these results. The findings are based on a series of independent tests and as a consequence the possibility exists that some of the differences are not valid, including the negative differences found. Further, if some of these differences really are erroneous, it is not possible to say which ones are in error and which ones are valid. The only way to approach the total set of differences, therefore, is to make a determination of their overall *net impact*.

One method of examining the changes recorded is simply to subtract the number of significant negative changes from the number of significant positive changes. In the present case the net value of a positive two suggests that on the whole the project probably produced some positive change in some mental health assessment-type attitudes. Nevertheless, logical acceptance of the conclusion that some positive change occurred also requires acceptance of the conclusion that some negative change occurred as well, although the positive outweighed the negative.

In summary, there is evidence to suggest that, overall, the program had a beneficial effect on the mental health and mental retardation assessment attitudes of the public.

Table 5 presents the results for resolution-type mental health and mental retardation statements. The method of analysis and form of presentation are equivalent to those followed for the assessment-type attitude statements shown in Table 4. Examining the number of significant positive and negative changes, it can be seen that seven of the changes were positive and three negative. The net effect, then, based on subtracting the two, is a very substantial positive impact.

Table 5 Changes in percentage of favorable responses before and after message presentation, for resolution-type statements

Resolution statement*	Favorable response	Percent responding favorably		z value	Significance level†
		Before	After		
Spot I					
When someone you love treats you in the right way, it is probably because you have told him how you want to be treated	Disagree	34.9%	41.7%	4.01	$p < .05$

Table 5 Changes in percentage of favorable responses before and after message presentation, for resolution-type statements—Con

Resolution statement*	Favorable response	Percent responding favorably		z value	Significance level*
		Before	After		
Spot II Use of tranquilizers is sometimes the best way to solve a tough problem	Disagree	80.7%	86.7%	4.67	$p < .01$
Spot III The best way to deal with a nagging woman is to ignore her	Disagree	62.7%	50.5%	-7.07	$p < .001$
Spot IV When a young teenager doesn't understand a dirty joke, it means he/she should get information about sex	Agree	26.8%	37.2%	6.41	$p < .001$
Spot V When a woman past 35 is depressed, getting into a wider variety of things is not going to help much	Disagree	71.0%	71.4%	0.25	NS
Spot VI If tasks at work, home or school become too routine and also become a drag, you will feel better in the long run by doing other things instead	Agree	64.4%	72.5%	5.00	$p < .01$
Spot VII One way for a teenager to get the respect he needs from other kids is to do risky things, like smoking pot at school	Disagree	92.0%	79.7%	10.35	$p < .001$
Spot VIII We would really change the way we deal with people if we could see ourselves as others see us	Agree	91.6%	90.3%	-1.30	NS
Spot IX To be yourself, you have to ignore what other people are going to think	Disagree	17.5%	21.5%	2.82	NS
Spot X Retired people should be the ones to decide what they really want to do	Agree	88.5%	87.0%	-1.31	NS
Spot XII If parents and teenagers would just speak to each other, we would not have a generation gap	Disagree	18.9%	13.2%	-4.46	$p < .05$
Spot XII Having many tough choices to make, young people should feel certain that the ones they make are the right ones	Disagree	14.0%	11.1%	-2.51	NS
Spot XIII When people don't seem to listen to you and you don't know why, you should ask them	Agree	76.0%	76.3%	0.20	NS
Spot XIV Instead of a young adult worrying about what he is doing today, he ought to be more concerned about his future	Disagree	27.1%	30.7%	2.28	NS
Spot XV Everyone, young or old, single or married, has to find ways to meet his/her sexual needs	Agree	52.7%	69.9%	10.18	$p < .001$

Table 5 Changes in percentages of favorable responses before and after message presentation, for resolution-type statements—Con

Resolution statement*	Favorable response	Percent responding favorably		z value	Significance level‡
		Before	After		
Spot XVI					
If a fellow wants to come across as a real man, he should be careful not to show his real emotions when he is upset or hurt	Disagree	66.2%	70.8%	2.84	NS
Spot XVII					
Mothers shouldn't devote time to their own needs if it means being away from their kids	Disagree	44.7%	47.9%	1.84	NS
Spot XVIII					
When a boy without a father is invited to a father-son activity, the mother shouldn't try to find someone else to fill that role	Disagree	53.9%	60.4%	3.77	$p < .05$
Mental Retardation Spot A					
Separating a mentally retarded person from the outside world is best for all concerned	Disagree	72.2%	81.7%†	6.49	$p < .001$
Mental Retardation Spot B					
The best thing to do for a mentally retarded child is to try to keep him happy	Disagree	26.4%	22.7%	−2.46	NS
Mental Retardation Spot C					
Young people who have a mentally retarded brother or sister are better off not letting their friends know	Disagree	93.1%	94.9%	2.18	NS

*Tabulated in ascending numerical order of media spot to which it is keyed.
‡NS = nonsignificant.
†In the intervening wave, the percents responding favorably were, respectively: MR-A = 84.1%; MR-B = 28.3%; and MR-C = 91.9%.

To examine the possibility that attitude change occurred differentially across educational levels, the *z* scores for each educational level for all attitude statements showing a significant change (positive or negative) were tested for linearity. Table 6 shows the *z* values for assessment statements by educational level, with significance level and direction of linear trends noted in the last two columns, respectively. It can be seen that two of the trends were significantly negative (mental health statements IV and XVI), meaning that the less well educated showed more positive attitude change than the better educated. The other two trends that were significant were positive (mental retardation statements C and B), indicating that the better educated showed more positive attitude.

Table 6 Attitude change as a function of educational level for assessment-type statements showing significant change overall

Assessment statement*	Educational level				Significance level†	Direction
	< High school	High school	< College	College		
I	3.10	3.31	4.76	7.24	NS	
III	1.32	3.26	9.08	0.64	NS	
IV	6.67	13.91	4.14	5.84	$p < .01$	(−)
VII	0.12	5.54	1.98	6.63	NS	
IX	2.16	6.93	4.67	2.43	NS	
XII	7.17	0.23	1.64	0.05	NS	
XVI	12.81	2.94	7.58	3.65	$p < .05$	(−)
XVII	4.96	9.62	16.06	1.70	NS	
XVIII	2.79	10.57	10.68	4.96	NS	
MR-C	0.55	3.34	9.89	11.55	$p < .05$	(+)
MR-B	4.49	7.86	8.72	12.41	$p < .10$	(+)

*Statement designation utilizes the ascending numeral or key of the media spot to which it is related.
†NS = nonsignificant.

Table 7 gives the results of a similar analysis for resolution statements. As can be seen, only one statement (mental health II) showed a significant (negative) linear trend, suggesting that the less well educated showed more positive change.

Taking these linear analyses as a whole, it appears that where there *are* trends, the better educated persons show greater positive responsiveness than the less well educated to messages aimed at changing attitudes about mental retardation. However, mental health attitudes seem to be more easily influenced among the less well educated, although the better educated initially reported more positive responses.

Table 7 Attitude change as a function of educational level for resolution-type statements showing significant change overall

Resolution statement*	Educational level				Significance level†	Direction
	< High school	High school	< College	College		
I	−7.58	−1.90	−7.99	1.61	NS	
II	8.56	7.43	0.78	4.72	$p < .05$	(−)
III	−10.08	−7.37	−2.33	−5.07	NS	
VI	4.97	3.98	6.89	7.41	NS	
VII	−8.82	−12.21	−10.93	−9.26	NS	
XII	1.64	−4.05	−7.96	−7.83	NS	
XV	16.69	6.55	6.18	12.50	NS	
XVIII	3.68	3.57	11.37	−7.35	NS	
MR-A	3.39	2.40	8.92	5.26	NS	

*Statement designation utilizes the ascending numeral or key of the media spot to which it is related.
†NS = nonsignificant.

As a whole, the degree of attitude change, where such change occurs, is relatively consistent across educational levels. Of the 10 statements tested, only 5 showed a linear trend across educational levels; the other 15 were more or less the same for all educational levels.

SUMMARY OF ATTITUDE CHANGE EFFECTS. The results on attitude change are mixed. With regard to changing attitudes in

assessing mental health and mental retardation problems (assessment attitudes), the project had an overall slight positive impact. There was modest success in altering beneficially the way in which persons' view many problem areas. This increased awareness may represent a first step toward grappling with such problems, inasmuch as it involves reevaluation of the problem in a more appropriate and constructive way. At the same time, it must be conceded that if the positive changes are to be accepted as logically related to the project, the negative changes reported must likewise be accepted.

In terms of modifying attitudes toward how mental health and mental retardation problems should be resolved, the inferences that can be drawn are more positive. The negative changes are markedly outweighed by the positive changes.

Since there were seven negative attitude changes across both the assessment and the resolution statement, it would seem advisable to evaluate carefully in advance all public service messages designed for dissemination over mass media. If certain messages do possess the potential for unfavorably altering mental health and mental retardation attitudes, then prescreening of them all is imperative. This screening process might be accomplished by eliciting responses to messages from subjects in a laboratory situation, followed by content analysis of the findings.

With regard to the messages that produced no attitude change whatsoever, two explanations are possible: (1) that the messages simply did not transmit an acceptable concept to the audience; or (2) that the statements employed in the tests for change were ambiguous in content or wording. Where statements were unclear in their meaning to respondents, clear-cut change patterns would be reduced in likelihood—that is, either response (agree or disagree) would be plausible. In future tests of attitude change it would probably be prudent to pretest extensively attitude statements on a sizable sample. With the exception of the statements used in the last 20-week time block, no group pretesting was performed on the statements. This may explain why positive attitude change was greater for assessment statements in the last time block.

Public Awareness of Mental Health Resources

The first measure of awareness of mental health resources, as mentioned earlier, was telephone call activity at the Crisis Center. The two broad classes of calls were those which were received over the adult HELP line, and those received over the youth HAIR line. These two classes were further broken down into "information" and "trouble" calls. The major question in this area was whether the media had had any impact on these variables. An increase in Crisis Center call activity for these variables which could be associated with the number of media impressions on TV or radio would be evidence that awareness of mental health resources had increased, at least in terms of call activity.

When HELP line call activity was submitted to multiple regression, it was found that weekly "information," "trouble," and "total" call activity was influenced by the number of television media impressions. However, radio impressions had no influence on HELP call activity. Further, the combination of radio and television together yielded no greater impact than television alone. Table 8 shows the model predictions for radio and TV, based on the average number of media impressions in each medium, for the three HELP line variables, under the conditions of television only, radio only, both media, and neither. It appears that television by itself, given the average number of television impressions, increased HELP line total, informational, and trouble calls by some 7.2, 6.3, and 8.6 percent respectively.

Table 8. Model predictions of calls per week for the HELP line

Media employed	Total calls	Information calls	Trouble calls
Television only	448	272	176
Radio only	439	270	169
Both	454	278	176
Neither	418	256	162

When HAIR line calls were submitted to a similar analysis, it was found again that TV

had a significant impact. Average project television coverage increased average weekly HAIR line total, informational, and trouble calls by 5.6, 7.6, and 4.1 percent, respectively. In contrast to the HELP line variables, radio did have a slight but significant impact on trouble and total informational calls by way of increase of 1.8 and 3.4 percent, respectively. There were no special effects from the combination of radio and television. Table 9 displays the model predictions based on an average number of media impressions for radio and television, for the three HAIR line variables under the conditions of TV only, radio only, both, and neither.

Table 9. Model predictions of calls per week for the HAIR line

Media employed	Total calls	Information calls	Trouble calls
Television only	282	127	154
Radio only	272	119	153
Both	287	127	160
Neither	267	119	148

Taken in sum, the results of these two analyses show that overall the project had a substantial impact on public awareness of mental health resources as measured by Crisis Center call activity. Dissemination through television seems to be especially important to prompting help-seeking both among adults (HELP line) and youth (HAIR line). Additionally, radio seems to have some effect in this respect for youth, but not for adults.

Determining the effect of the message dimensions upon call activity involved a series of preliminary screening analyses. The first screen sought to determine whether trouble calls and information calls (where both were combined figures for the HELP and HAIR lines) were responsive to message factors in general. (The values used in this analysis were all adjusted to an average media-impressions level.) An analysis of variance was performed on each of these sets of scores with time (three levels) and messages (18 levels) as dimensions. The mean square for block effects was partitioned out but was not analyzed. The results of the two analyses were that messages did vary in their impact on trouble call activity ($p<.001$), but not on information call activity.

The next screen separated out HAIR trouble calls from HELP trouble calls, with analyses equivalent to the above performed on these two sets of scores. The results of those tests indicated that frequency of HAIR trouble calls was differentially influenced by messages ($p<.001$), but that HELP trouble call frequency was not.

The obvious question at this point would be whether any of the message dimensions made a significant contribution to call activity. An analysis of variance was performed on the HAIR trouble figures to test the effects of the theme, audience, resolution, and time dimensions. The theme-resolution and audience-resolution interactions were also tested. The findings were that youth messages ($p<.001$), unresolved messages ($p<.001$), and messages appearing in the third time block ($p<.001$) produced the greatest response in the HAIR line trouble calls. The two interaction terms of theme-resolution and audience-resolution were also significant. The nature of the theme-resolution interaction ($p<.01$) was that when *communications* messages were broadcast, it made no difference in terms of call activity whether the message was resolved or unresolved, whereas with the *unmet needs* and *alienation/depression* themes the unresolved messages produced greater HAIR line trouble response. The nature of the audience-resolution interaction ($p<.01$) was that for adult messages it did not matter whether there was resolution; whereas with the youth and general messages, unresolved endings produced better response. As has been noted earlier, the time effect may be confounded with a theme-audience interaction.

To summarize outcomes on Crisis Center call activity, the results indicate that ALTERNATIVES messages transmitted via television significantly influenced all call activity variables—that is, HELP calls and HAIR calls for both trouble and information. Overall, the radio messages appear to have had little effect on HELP line calls, but did have a

slight impact, depending upon the message broadcast. Only the HAIR trouble calls appear to have been responsive to variation in the type of message.

Other measures of awareness of mental health resources were obtained from questionnaire data. Table 10 displays the percentages of respondents able to name an agency dealing specifically with mental health problems. An analysis of variance on those figures shows that there are differences across the percentage of respondents able to name an agency. However, due to the unusually high percentage of persons able to name an agency in the first survey, it is unlikely that the differences would show a linear trend. Nevertheless, elimination of the results of the first survey from consideration would suggest a steady, if slight, increase in awareness.

It was found, when averaged across all four surveys, that the following groups of persons were better able to name an agency: (1) those between 20 and 55 years of age as opposed to those who were younger or older ($p<.01$); (2) females ($p<.05$); and (3) the more affluent ($p<.001$).

Table 10. Percentage of respondents able to name an agency for each of the four surveys

Telephone survey	Percent
Survey I	46.5
Survey II	30.5
Survey III	36.4
Survey IV	39.0

Of those persons who were able to name an agency, the percentage who mentioned River Region services first increased steadily and significantly ($p<.01$) from the first interview (22.5%) through the fourth (48.2%). Similarly, when the same respondents were asked to state which of the agencies they had named were "best known," the percentage indicating River Region services increased significantly ($p<.01$). This percentage steadily increased from 18.2 percent in the first survey to 44.7 percent in the fourth. Concomitant with these increases in "first-mention" and "best-known" responses for River Region services, there were significant decreases in the percentage of "first-mention" and "best-known" responses for hospitals with psychiatric facilities. Specifically, first mentions for hospitals decreased from 51.7 percent in the first interview to 35.0 percent in the fourth interview ($p<.05$). The percentage of respondents indicating that hospitals are best known decreased from 57.5 percent in the first interview to 38.2 percent in the fourth interview.

It was also demonstrated that awareness of River Region was increasing over the project period in an aided-response question to the persons who had not named River Region previously. Respondents were asked simply whether they had ever heard of River Region or Region Eight (a former name of River Region). The percentages of affirmative responses over the four surveys were 25.0, 28.9, 38.3, and 47.6, respectively. This increase was significant at the $p<.001$ level.

When the "first-mention" and "best-known" data averaged across all four surveys were analyzed on respondent ability to name an agency, it was found that the better educated, especially college-educated, were more likely to give River Region as a first mention ($p<.01$) and to indicate that it was best known ($p<.01$). It was also found that respondents between ages 20 and 55 were more likely than persons younger or older to give River Region as a first mention ($p<.01$) and to indicate that it was best known ($p<.01$). In contrast, the data for hospitals show that persons over 55 were more likely than younger individuals to give hospitals as a first mention ($p<.01$) and as best known ($p<.01$). The less well educated were more likely than the better educated to give hospitals as a first mention ($p<.01$) and to indicate that it was best known ($p<.01$). These results show a reversal of the results found on first mention and best known for River Region.

Respondents were asked to indicate where they had heard about the agency they had named as best known (or first mentioned if they were unable to say which agency was best known). Newspapers as a source showed a steady and significant ($p<.01$) decrease across the four surveys: 64.3 percent, 44.7, 33.8, and 32.2, respectively. Radio, on

the other hand, displayed a steady and significant ($p < .05$) increase: 3.6, 8.5, 12.3, and 18.4 percent, respectively. Television showed a significant ($p < .05$) effect, as well, but the results were not a straightforward linear increase, as would be expected. Across surveys the results were 28.6, 14.9, 23.1, and 33.3 percent, respectively. Thus, there appears to have been an unusually high number of persons reporting awareness of River Region via television in the first survey. It may be the case that there was an unusually high degree of press coverage for River Region immediately prior to the project indicating TV awareness in the first wave. If this were the case, and the first survey results were excluded from consideration, there would appear to be an increase in awareness of River Region via television across the last three telephone interview surveys.

In a question on actual utilization of mental health resources, which appeared only on the first and fourth surveys, respondents indicating that they had a friend or relative who had received mental health services were asked where that person had gone. Table 11 shows the percentage responding in each category for the first and fourth surveys. The changes between the two surveys for each category were tested, using the difference between the arcsin square root transformation. As can be seen in this table, the percentage of persons reported to have gone to River Region for help increased significantly ($p < .05$), from 1.7 percent in the first survey to 10.2 percent in the fourth survey. At the same time, the hospital percentage decreased significantly ($p < .05$), from 50.1 percent in the first survey to 38.9 percent in the fourth survey. All other categories remained essentially unchanged.

Table 11. Percentage of respondents in the first and fourth surveys indicating where friends or relatives went for help*

Source of help	Survey I	Survey IV	Significance level†
River Region services	1.7	10.2	$p < .05$
River Region affiliates	3.6	1.5	NS
Hospitals	50.1	38.9	$p < .05$
Community services	44.8	44.1	NS
Other clinics/hospitals	16.2	15.9	NS

*Because of multiple responses, values will not sum to 100 percent.
†NS = nonsignificant.

In a more direct question concerning utilization, also appearing only in Survey I and Survey IV interviews, respondents were asked where they themselves would first go for help if they or a member of the family needed it. Table 12 shows the percentages and tests for change within categories across the two surveys. As shown, preference for River Region services increased significantly ($p < .01$), while preference for other community services decreased significantly ($p < .05$).

Table 12. Percentage of respondents in the first and fourth surveys indicating where they themselves would go for help*

Source of help	Survey I	Survey IV	Significance level†
River Region services	0.8	6.0	$p < .01$
River Region affiliates	0.7	0.1	NS
Hospitals	0.1	0.4	NS
Community services	76.7	66.5	$p < .05$
Self-help	1.7	2.2	NS
Other self-oriented	1.9	0.5	NS
Other clinics/hospitals	8.3	9.2	NS

*Because of "don't know" responses, percentages will not sum up to 100.
†NS = nonsignificant.

When the responses in the category of community services, averaged over the two surveys, were analyzed for demographic effects, it was found that respondents in the following categories were less likely to say they would go to a community service first for help: (1) income less than $5,000 ($p < .01$); (2) less well educated ($p < .05$); and (3) blacks ($p < .05$).

Those respondents who had *not* given "hospital" in response to the question on where they would first go for help were asked whether they thought hospitals were the best way to obtain help. In Survey I, the percentage responding "no" was 31.4, while in Survey IV it was 43.8. This represents a significant increase in the percentage of persons

who believe hospitals are *not* the best source of help.

Finally, all respondents were asked whether they could think of ways to help other than hospitals. Table 13 shows the categorical breakdown for Surveys I and IV, with the significance of changes within categories across surveys noted. The most striking finding is that responses in the category, "cooperation of family/friends," decreased significantly ($p < .01$) from 32.7 percent in the first survey to 16.7 percent in the fourth. Averaged across both surveys, persons with lower income ($p < .05$) and younger persons ($p < .10$), especially teenagers, were more likely to rely on family and friends. Other results given in table 13 indicate that River Region increased in mention as a source of help ($p < .05$), while "better education/schools" decreased ($p < .01$).

Table 13. Percentage of respondents for the first and fourth surveys indicating ways to help other than hospitals*

Source of help	Survey I	Survey IV	Significance level†
Doctors/Private professionals/Prescriptions	30.3	32.6	NS
Cooperation of family and friends	32.7	16.7	$p < .01$
Self-help/Religion-clergy/Depends on individual	13.2	11.8	NS
Community organization/Mental health clinic/Outpatient service	7.5	9.8	NS
River Region	1.7	4.7	$p < .05$
Better education/Schools	10.8	2.0	$p < .01$
Could not specify	23.7	30.9	$p < .10$

*Because of multiple responses, percentages will not sum to 100.
†NS = nonsignificant.

SUMMARY OF RESULTS ON AWARENESS OF MENTAL HEALTH RESOURCES. Using Crisis Center call activity as the index, it can be concluded that messages conveyed by way of television had a significant positive impact on the frequency of HAIR "trouble," HAIR "information," HELP "trouble," and HELP "information" call activity. However, differential message effects only appeared for the HAIR "trouble" calls; that is, youth messages and unresolved messages (except where communications messages were employed, in which case it made no difference whether they were resolved or unresolved) showed the greatest call activity.

Effects on the public awareness of mental health resources, as measured via the surveys, were heterogeneous. The chance across surveys would probably demonstrate an increase were it not for what appears to be an abnormally high level of awareness polled in the first survey. Nevertheless, the results must be accepted as they are, and it must be concluded that there was no change in awareness of resources over the project period.

In consideration of demographic patterns affecting awareness of mental health resources, it appears that the very young and very old, the less affluent, and males should become focal points for future programs aimed at increasing public awareness of mental health resources. These groups showed the least awareness of such resources in the community.

In terms of increasing awareness of River Region services, the project was a substantial success. Awareness of River Region services increased markedly over the project period. At the same time, awareness of hospitals decreased, suggesting that community resources are beginning to develop greater regard as an alternative to hospitalization. This conclusion is supported by the results on (1) responses to the question covering ability to name resource agencies, (2) responses to the question about what resources friends and relatives utilized, and (3) responses to the question whether hospitals are the best way to help.

The demographic breakdown on the community-resource responses suggests that future programs should give greater attention to making blacks, lower income persons, and less well educated persons aware of all community resources.

Another unexpected outcome was the decrease recorded in percentage of respondents who named family and friends as an

alternative to hospitalization. The ALTERNATIVES program was intended to increase the extent to which persons would rely upon those sources. Once again, there is no explanation for this outcome.

The demographic breakdown of persons viewing aid from family and friends as an alternative to hospitalization suggests that in order to increase usage of these resources, future programs might best concentrate on the older and more affluent segments of the population.

Finally, it was found that River Region services as a suggested alternative to hospitalization increased over the project period.